

LIFE

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GAVIN: TACTICS, STRATEGY FOR 1965



DISCOVERING THE FUN
OF BEING PRETTY

AUGUST 11, 1958 **25** CENTS



Better yet you try these Pennsylvania Dutch Delights, No?

● Pretzel Tomato Soup ● Schnits Un Speck Pudding ● 7 Sweets and 7 Sours

Yes! You and Heinz together can create plain or fancy Pennsylvania Dutch feasts with the greatest of ease. Your secret: Heinz does the hard part, you have the fun! You add special elusive flavors to give these wonderful Heinz foods your strictly personal touch. And how beautiful they look on your table!

Thrill plus good taste—Your main dish begins with left-over ham (speck) and apple slices (schnits), glorified with a rich, spicy sauce concocted from two Heinz favorites: savory Ketchup and winery Apple Cider Vinegar. Baked in a mold, this Schnits Un Speck Pudding is the fanciest-looking easy dish you ever fixed!



Schnits Un Speck Pudding

Combine 2 cups ground cooked lean ham with 1 cup soft bread crumbs, $\frac{1}{2}$ cup chopped onion or 2 Tbs. instant dried onions, $\frac{1}{2}$ cup grated carrot, 1 well-beaten egg, $\frac{1}{2}$ cup milk, $\frac{1}{2}$ tsp. allspice. Mix well.

Butter a quart mold or ovenproof bowl. Bake at 350°F. 45 minutes or until the top feels firm. Let stand 10 minutes. Unmold on serving plate. Garnish with this rich, spicy sauce:

Blend 1 Tbs. flour with 1 cup cider or apple juice, 1 tsp. Heinz Vinegar and $\frac{1}{2}$ cup Heinz Ketchup. Bring to a boil, stirring constantly. Add 1 $\frac{1}{2}$ cups canned apple slices, drained. Simmer 10 minutes. Serve over ham pudding. Makes 4-5 servings.

New way to greet guests—Pass mugs or over-size cups of steamy, creamy soup on a tray as a welcome gesture—a hearty first course before buffet supper. Pretzel Tomato Soup (made in minutes from tasty Heinz Condensed Tomato Soup, plus seasonings and garnishes) introduces your Pennsylvania Dutch delights.

Pretzel Tomato Soup

To 2 cans of Heinz Condensed Tomato Soup add 1 7-oz. can minced clams and liquid (or 1 8-oz. can corn kernels and liquid), 2 soup cans milk or water, 1 clove pressed garlic, 2 Tbs. dried parsley flakes or 4 Tbs. chopped fresh parsley. Simmer gently 5 min. Garnish with pretzels—and/or sour cream, as a Dutch touch. Makes 4 to 6 servings.



7 SWEETS and 7 SOURS

Count 'em; guests do—or did! Woe to the hostess who did not serve exactly 7 sweets and 7 sours. This traditional spread is easy for you with Heinz Pickles and magic "makings":

Seven Sweets

Heinz Candied Dill Strips
Heinz Sweet Midget Gherkins
Heinz Sweet Cauliflower
Heinz Sweet Mustard Pickles
Cottage cheese
Currant jelly
*Sweet pickled apricots

Seven Sours

Heinz Chow Chow
*Brown Bean Relish
Heinz Genuine Dills
Heinz India Relish
*Pickled beets
*Pink eggs
*Quick Pepper "Hash"
*Recipes at right.

Sweet Pickled Apricots

Drain syrup from a 1-lb.-13-oz. can of apricots (or other fruit) and add $\frac{1}{4}$ cup Heinz Apple Cider Vinegar, $\frac{1}{2}$ tsp. whole cloves, 3-inch cinnamon stick. Bring to a boil; reduce heat and simmer 10 minutes. Add fruit; again bring to a boil and simmer 5 minutes. Cover. Chill several hours before serving.

Brown Bean Relish

To a 1-lb. can of Heinz Vegetarian Beans in Tomato Sauce (firm-textured hearty beans) add 1 medium onion cut into thin rings, $\frac{1}{4}$ cup sliced celery, 3 Tbs. Heinz Apple Cider Vinegar, $\frac{1}{2}$ tsp. salt, dash of pepper. Toss lightly. Cover. Chill overnight.

Quick Pepper "Hash"

Combine equal quantities chopped celery (or chopped scallions), chopped green pepper and spicy Heinz Chili Sauce. Let mellow an hour or so.

Pink Eggs and Pickled Beets

Drain 1-lb. can of beets, retaining liquid. Pour liquid into a glass jar or bowl, add 1 cup Heinz Apple Cider Vinegar, $\frac{1}{4}$ cup sugar and 1 Tbs. salt, stirring until sugar dissolves. Add beets, 6 peeled, hard-cooked eggs, 1 medium onion, thinly sliced, separated into rings. Cover. Chill for several hours before serving. Serve beets and eggs in separate dishes.



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This One



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CAMERAS EN MASSE— AND GREAT PICTURES



AMATEUR CAMERA BUGS FAN OUT TO SHOOT THE LANDSCAPE

If "the proper study of mankind is man" the proper study of a picture magazine is surely photographs—and photographers. So LIFE, over 22 years, has searched the world for good—and great—photographers and photographs. We have done this with the conviction that the best camera talent must contribute to our pages. But at the same time we realize that the product of the talented or lucky amateur who is there when it happens often speaks more eloquently than something the most professional of pros composes after the fact. We realize that the photography business has been growing, in recession and out, and in reporting this fact (pp. 13-19) we find that photographers themselves are top picture subjects. The amateurs range from shutterbugs who are notable only for the weight of their equipment to famous men like Nelson Rockefeller (pp. 83-89). It is unfortunately true that the pictures of the camera fans at work can be far more interesting than pictures they take. But great heights are to be attained in photography, as shown in the imaginative work of Ernst Haas on pages 64 to 73. These examples may confuse photographers who first concentrate on getting an eruption of Old Faithful geyser in focus. Haas, who also takes sharp pictures, has blurred his images to produce the effect he wants to communicate. His color essay, like its companion which will appear next week, shows the camera can produce stimulation for the mind as well as the eye. So don't despair, some of your pictures accidentally may turn out to be Haaslike. And once you master focus, then you can turn to making pictures fuzzy on purpose and for a purpose.



HAAS ON LOCATION



GUBERNATORIAL CANDIDATE ROCKEFELLER AIMS AT A GRANDSON

COVER

Bonnie Trompeter, a pretty girl, is now, at 14, just beginning to realize what this is going to mean. Her companion for a sail on Long Island Sound is Mike Witte, an "older man" of 18 (see pp. 97-103)

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LETTERS TO THE EDITORS

LIFE'S FIVE BILLIONTH COPY

Sirs:

Might I say that the words of Henry Luce, "To be aware of the world you live in, to see it and meet it as reality rather than illusion, this is a condition of sanity and happiness," stirred me very deeply. I shall always remember them.

LIFE magazine has done much to further the cause of peace in the world, just by letting people know about other people the world over. It does so much to rule out distrust which is the main cause of animosity among people.

EVANGELINE GRAVIS GAUSE

Jacksonville, Fla.

Sirs:

It was an inspiring message, one worthy of all the men and women who have given so much of their lives—and sometimes even life.

FREDERICK BOWES JR.

Stamford, Conn.

Sirs:

This milestone which LIFE has just reached—five billionth copy—is its own testimonial to the service which your magazine has rendered to its readers.

B. F. FEW
President

Liggett & Myers Tobacco Co.
New York, N.Y.

Sirs:

Mr. Luce sums up LIFE's history in his last phrase, "intelligent and faithful servant" to the reader.

JAMES J. D. SPILLAN

Philadelphia, Pa.

Sirs:

LIFE has been a faithful chronicle of our lives and the times.

W. J. ROGERS

St. Louis, Mo.

Sirs:

We pause in the day's occupation to salute LIFE on the attainment of a truly historic landmark. You will doubtless find that the first five billion were the hardest.

Your inspiring announcement this week brought to many of us here at Simon & Schuster a flood of many-splendored memories of the early planning days when LIFE was still a gleam in the eye—in the form of a dummy called "Showbook of the World."

We congratulate you, we rejoice in the high privilege of having worked with you, and still working with you and your colleagues, on a number of books first conceived and created under your direction. It is a great thing to add years to your LIFE. It is greater still to add LIFE to your years. For the billions of copies still ahead, we know you will continue to labor to make journalism a learned profession and keep it a free one.

M. LINCOLN SCHUSTER

New York, N.Y.

COVER

Sirs:

Your cover portrait of Campy (LIFE, July 21) is one of the finest I've ever seen. If ever a man's basic character was acutely revealed through a graphic medium, this is it. How challenging it is to look upon the face of a man who apparently is at peace with himself.

RUTH A. TIMBERMAN

Irvington-on-Hudson, N.Y.

BRAVE MAN FIGHTS ON

Sirs:

As a rehabilitation nurse I was delighted to read your article on Roy Campanella ("Brave Man Fights On," LIFE, July 21) fighting his new challenges—knowing how many disabled people it would inspire.

Rehabilitation nursing is the newest specialty in our profession, requiring skills and techniques which assist therapists, psychiatrists and others to reach our common goal, i.e., to help the patient help himself.

FERN J. STEWART

St. Louis, Mo.

Sirs:

Roy Campanella will probably never honor the game of baseball again as a player, but we can be very grateful that he will still honor us with his presence as a man.

JACK MICHAELS

Chicago, Ill.

Sirs:

My first subscription to LIFE started six months after I broke my neck, shattering the sixth and seventh vertebrae, in an automobile accident similar to Campy's. Like Campy, I lay face down on a Stryker frame exhausting the sports page of the daily paper. Turning the pages of LIFE was one of many painstaking accomplishments that made rehabilitation possible.

Today I am still a quadriplegic, paralyzed from the chest down. I have relearned, with the aid of orthopedic apparatus, to write, type, shave, feed myself, get in and out of standard-make cars, drive a hand-controlled car and walk approximately one-half mile.

DON C. BUSH

Coronado, Calif.

Sirs:

My husband was similarly injured in an automobile accident on June 1, 1952. He also dislocated and injured the sixth vertebra in his neck plus crushing another in the small of his back.

After long sieges in the hospital where he was in traction and then in a brace, he was sent to another hospital and put in traction again (this time a lesser-known method in which tongs are inserted directly into the skull). After six weeks of this form of extreme torture, he was put into a cast and later he graduated again to a brace (right).

Thanks to the Almighty, excellent medical care and his determination not to give up, he is walking today without the aid of a brace or any other form of support.

We pray God will grant a miracle for Roy Campanella similar to the one He performed for us.

MRS. JACK JECKLIN

Milwaukee, Wis.



JACK JECKLIN

BIG LURE OF WILDERNESS

Sirs:

Just finished reading your fine article on camping ("The Big Lure of Wilderness," LIFE, July 21). Am now smirking and heaving great sighs of relief that you did not mention our vast uncrowded and unspoiled wilderness around the Sawtooth Mountains in Idaho.

MRS. JAMES H. JULIEN

Idaho Falls, Idaho

Sirs:

Have the civilian defense officials considered that in case of mass evacuation these "fun gimmicks" may turn into an unplanned practice for survival? A family equipped for a camping trip is also equipped for an indefinite stay away from the bombable cities.

HELEN R. SCHNEIDER

Citrus Heights, Calif.

YOU, TOO, CAN OWN A RACE HORSE

Sirs:

I thoroughly enjoyed and welcomed Ernest Havemann's "You, Too, Can Own a Race Horse" (LIFE, July 21). Being a 24-year-old schoolteacher and owning a 2-year-old race horse hasn't been easy to explain to my friends. But your article cleared things up.

FRED CAIRE

Fresno, Calif.

FAMOUS TEACHER OF U.S. MUSICIANS

Sirs:

I was pleased to see a photograph of my friend Ronald Hurst in the article about Nadia Boulanger ("Famous Teacher of U.S. Musicians," LIFE, July 21). However I feel I should correct you on one point. The names and comments of Boulanger to the composers pictured are each beneath the wrong picture. The upper picture is in reality that of Mr. Hurst and not Mr. Ward-Steinman, and vice versa.

OSCAR D. YANCEY

Bloomington, Ind.



DAVID WARD-STEINMAN



RONALD HURST

● David Ward-Steinman and Ronald Hurst are correctly identified above.—ED.

INSIDE REBEL CUBA

Sirs:

I enjoyed reading the article in LIFE about the Cuban rebels ("Inside Rebel Cuba with Raúl Castro," LIFE, July 21). Though I do not agree with the rebels on some points, I do admire their courage. There is no such thing as a "good" dictator, so I can understand their dislike for Batista and everything he stands for.

SARA VERNA BLOTT

Winnsboro, S.C.

Sirs:

If you were Cuban how'd you like for those weirdies—Raúl and Deborah—to be running your country? One resounding vote for Batista.

W. WELLS

Sheffield, Conn.

EDITORIALS

Sirs:

Concerning the editorial "Cutting Thistles in Canada" (LIFE, July 21), may I state I believe it to be the most informed, superbly written opinion on Canada-U.S. relations it has ever been my pleasure to see in a nationally circulated U.S. magazine. I'm sure I can say for all Canada—congratulations.

LAWRENCE LOWTHER

The Glades, New Brunswick, Canada

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COSTS AS LITTLE AS 8¢ A QUART.

CARNATION INSTANT LIGHT CHIFFON FRUIT PIE

(Makes 9-inch pie)

- | | |
|--|--|
| 2 tablespoons (2 envelopes) unflavored gelatine | $\frac{1}{2}$ cup pitted and quartered grapes |
| $\frac{1}{2}$ cup cold water | 1 teaspoon grated orange rind |
| $1\frac{1}{2}$ cups orange juice | $2\frac{1}{2}$ cups <i>whipped</i> CARNATION INSTANT |
| $\frac{1}{2}$ cup sugar | 9-inch single crust graham cracker shell |
| 1 cup diced fresh, frozen or canned peach slices | |

Soften gelatine in water. Heat orange juice and sugar until sugar melts; pour over gelatine. Stir until dissolved. Chill until syrupy; stir in fruit and orange rind. Fold *whipped* Carnation Instant into fruit. Chill until mixture mounds from spoon. Pour into crust. Chill until set (2-3 hours).

FOR GRAHAM CRACKER SHELL, blend $1\frac{1}{2}$ cups graham cracker crumbs with 2 tablespoons sugar and $\frac{1}{4}$ cup melted butter. Line bottom and sides of pie plate.



TO WHIP CARNATION INSTANT FOR THIS RECIPE*

(Makes about $2\frac{1}{2}$ cups)

1. Mix $\frac{1}{2}$ cup Carnation Instant "Magic Crystals" with $\frac{1}{2}$ cup ice water in bowl.
2. Whip Carnation Instant and water until soft peaks form (about 3-4 minutes).
3. Add 2 tablespoons lemon juice. Continue beating until stiff peaks form (3-4 minutes).

*To make as a whipped topping, see directions on package.

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Conventional film: blurred—or dark



'Twin Camera' Test proves you can get action pictures like this only with Super Anscochrome

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Here's how 'Twin Camera' Test was conducted



Says photo-journalist Carroll Seghers II: "I loaded one camera with conventional color film, an identical camera with Super Anscochrome. Then I mounted the cameras side by side, set them at identical lens openings (*f* 5.6), and snapped their shutters simultaneously.

"Conventional film required a slow shutter (1/25 second) to catch the color in the late afternoon shadows. But how blurred the action is, as a result! Had I used a faster shutter, to get the action, the colors would have been dark, underexposed.

"With Super Anscochrome, I was able to use a faster shutter (1/500 second) and catch all the action and color."



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WITH A BRILLIANT RECORDING BY **VAN CLIBURN**
OF TCHAIKOVSKY'S FIRST PIANO CONCERTO

The common-sense purpose of this new Society—which is directed by the Book-of-the-Month Club—is to help music lovers build an excellent record library systematically instead of haphazardly . . . and at an immense saving

MOST MUSIC-LOVERS, in the back of their minds, certainly intend to build up for themselves a representative record library of the World's Great Music. Unfortunately, almost always they are haphazard in carrying out this aspiration. The new Society is designed to meet this common situation, sensibly, by making collection more systematic than it now is in most cases.

★ Because of more systematic collection, operating costs can be greatly reduced. The remarkable Introductory Offer at the right is a dramatic demonstration. It can represent a 45% saving the first year.

★ Thereafter, continuing members can build their record library at almost a **ONE-THIRD SAVING**. For every two records purchased (from a group of at least fifty made available annually by the Society) members will receive a third RCA VICTOR Red Seal Record free.

★ A cardinal feature of the plan is **GUIDANCE**. The Society has a Selection Panel whose sole function is to recommend "must-have" works for members. Members of the panel are: **DEEMS TAYLOR**, composer and commen-

tator, Chairman; **SAMUEL CHOTZINOFF**, General Music Director, NBC; **JACQUES BARZUN**, author and music critic; **JOHN M. CONLY**, editor of *High Fidelity*; **AARON COPLAND**, composer; **ALFRED FRANKENSTEIN**, music critic of the *San Francisco Chronicle*; **DOUGLAS MOORE**, composer and Professor of Music, Columbia University; **WILLIAM SCHUMAN**, composer and president of the Juilliard School of Music; **CARLETON SPRAGUE SMITH**, chief of the Music Division, N. Y. Public Library; **G. WALLACE WOODWORTH**, Professor of Music, Harvard University.

HOW THE SOCIETY OPERATES

EACH month, three or more 12-inch 33 $\frac{1}{3}$ R.P.M. RCA VICTOR Red Seal Records will be announced to members. One will always be singled out as the *record-of-the-month* and, unless the Society is otherwise instructed (on a simple form always provided), this record will be sent to the member. If the member does not want the work, he may specify an alternate, or instruct the Society to send him nothing. For every record purchased, members will pay only \$4.98, the nationally advertised price (plus a small charge for postage and handling).

VAN CLIBURN NOW AN RCA VICTOR ARTIST

A RECENT and exciting addition to the distinguished artists who perform on RCA VICTOR Red Seal Records is the lanky young Texan who, a few months ago, shot into the international limelight when he won the famous Tchaikovsky Piano Competition in Moscow. Since his return to America, where in New York he was greeted with a ticker-tape parade rivaling that given Lindbergh thirty years ago, he has received salvos of praise from the nation's music critics. His first recording—Tchaikovsky's Piano Concerto No. 1 in B flat minor, conducted by Kiril Kondrashin—is a recent selection of the Society, and, if you wish, you may begin your membership with it. Simply check the box in the coupon.



...and beginning members who agree to buy six selections (including the Van Cliburn recording, if they want it) will receive..

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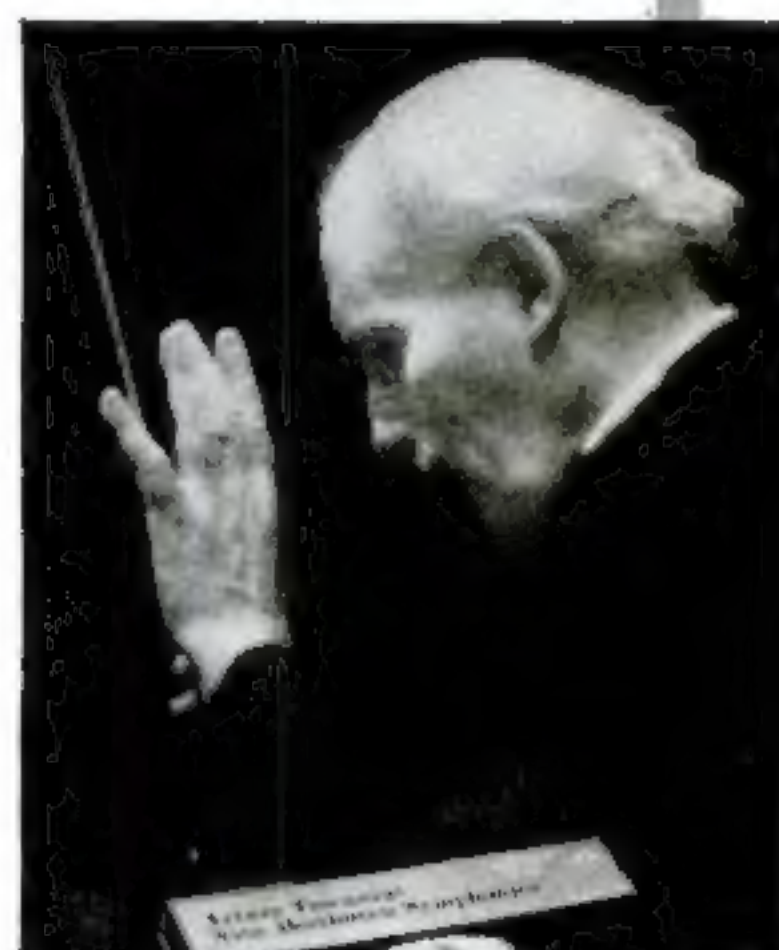
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c/o Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y.

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Please register me as a member of *The RCA Victor Society of Great Music* and send me the seven-record Toscanini-Beethoven album, billing me \$3.98 plus a small charge for postage and handling. I agree to buy six selections within twelve months from those made available by the Society, for each of which I will be billed \$4.98, the price nationally advertised (plus a small charge for postage and handling). Thereafter, I need buy only four such records in any twelve-month period to maintain membership. I may cancel my membership any time after buying six records from the Society. After my sixth purchase, if I continue, for every two records I buy from the Society I will receive a third RCA Victor Red Seal Record, free.

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PLEASE NOTE: Records can be shipped only to residents of the U. S. and its territories, and Canada. Records for Canadian members are made in Canada and shipped duty free from Ontario.



TO A PACKED HOUSE in 1946, Burton Holmes, then 76, lectured a sellout audience of 2,061 in

Chicago's Orchestra Hall. His talk was so popular that it sold out four performances in succession.

Holmes's Happy Days

"Man is slowly losing his knack of appreciating magnificence," Burton Holmes liked to say as he fascinated four generations of Americans with wonder-stricken accounts of sight-seeing abroad. For those generations, Holmes was America's most famous traveler. He began traveling in 1892, made the first travel movies in 1897, invented the word "travelogue," Roaming in summer, lecturing in winter, Holmes made a record run of 58 years on the lecture circuit, took in \$5 million.

At home in his New York apartment, Nirvana, Holmes wore a kimono and showed off his "tomb," a Siamese urn in which his ashes were to be placed when he died. On the podium

Holmes stood imposingly erect in tails and Vandyke beard to describe "Alluring Old Japan," "Great Little Holland," and "Heroic, Friendly Finland." After saturating his audiences with romance, Holmes surprised them into laughter with pictures of himself happily immersed in local customs and costumes or just cutting up for the camera.

Last month Burton Holmes died at 88. His ashes were placed in the Siamese urn, and the prized pictures that had captured some of his happiest moments—and had given his audiences some of theirs—were assembled by the Chicago Historical Society to be published together for the first time on these pages.



A MOCK LECTURE was delivered about 1900 by Holmes who spotted the sign beside this mounted

baby whale at an exhibit and decided it would be funny to step in and pose as a con-man barker.



CHIN DEEP IN A SHALLOW-LOOKING JAPANESE



CUTTING UP IN SCOTLAND, Holmes (left) tried a lively Highland fling with Oscar Depue, his



BATH IN 1908. HOLMES (RIGHT) AND COMPANION ARE ACTUALLY IN DEEP TUB SUNK IN THE FLOOR



POSING ON A PEDESTAL in Florida. Holmes banned it (put home after word came in 1917)



cameraman, in 1902. Depue was on his honeymoon, but Holmes couldn't resist going along for the trip.



COSTUMED IN KOREA. Holmes wore traditional mourning dress for 1901 picture in Seoul



ACTING IN ATHENS, Holmes wore Greek soldier's dress, posed with sword while there in 1890.

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than any other cereal
in this whole
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And for the best reason in
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*(The corn comes from Nature
but the flavor is all Kellogg's)*



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*People try it
...and
they like it!*

Let it pour... There's fun and friendliness in enjoying a glass of beer together... Black Label, the friendly beer sold everywhere at the friendly, popular price. And, speaking of popularity, Carling is now sixth among the nation's brewers... up from 62nd place in just nine years. Why don't you try Black Label? Lots of people have, and more and more you'll hear them repeat that friendly call for the finest beer of all,

"MATEL, BLACK LABEL!"

CARLING *Black Label* **BEER**

The Best Beers in the World come from Carling BLACK LABEL BEER • RED CAP ALE • STAG BEER THE CARLING BREWING COMPANY CLEVELAND OHIO • SANTA CA • BELLEVILLE IL • BAKERSFIELD CALIF • WASHINGTON MASS



SHOOTING PICTURES OF FOREIGN STUDENTS, CAMERA-CARRYING JEHOVAH'S WITNESSES CONVENING IN YANKEE STADIUM (SEE P. 117) MASS ON DUGOUT ROOF

U.S. SHUTTERBUGS SPEND AND SHOOT IN BILLIONS A BOOMING SOUND OF: CLICK!

Bristling with their box Brownies, loaded down with miniature cameras and long lenses, Americans last week were hard at work recording the spectacle of the U.S. in summertime. Their cameras clicked away from the Yankee Stadium (above) to the Pacific Ocean floor. They aimed their lenses at geysers and grizzlies, sports and spectacles, children and grandchildren. The forecast for this season's take: 900 million pictures—6,700 shutter clicks a minute, all day, all night, all summer long.

Measured in pictures alone, this is a record

year—2.2 billion in all 1958. But every year for a decade the U.S. photographic industry has done more business than the last. And this year, even in the face of a recession, its sales will jump 5% to an estimated \$1.8 billion, including equipment and supplies. The 50 million camera bugs driving up this huge total are of every age and income. They range from the beginning amateur, who blames his camera, through the family historian, who blames his children, to the addict the trade calls an "advanced amateur." Then their craving for exotic

equipment (pp. 16-17) usually reaches its peak. A few who graduate to artist or professional may actually work with simpler tools.

As they go enthusiastically about their task of recording U.S. summer, camera fans make something of a spectacle themselves. As shown on the following pages, they run in swarms and haunt public monuments and go to almost any lengths for new perspectives. They have these things in common. They love their cameras, and cameras take them places and show them things they might otherwise not have seen.



ABSORBED WITH COUNTRYSIDE outside Detroit, nature-loving photographers of all ages flock to

Block and Hills Camera Center to try for landscape and close-up pictures in dunes in the grass



A PICTURE FOR EACH Capitol visitor is provided by Washington Photographer Dev O'Neil. He takes

all cameras, exposes a frame on each so that every amateur will have own picture of complete group



DELIGHTED WITH PICTURE SHE HAS JUST TAKEN



ON CRUTCHES, a determined photographer on a tugboat outing takes a killing but is his pictures



HELD STEADY on boat rail by his friend's helpful leg-hold, photographer focuses on passing vessel



AT THE READY, expectant tourists lined up in front of Old East (left) awaiting the photographer's gush in Yel



IN A GARDEN AT LOS ANGELES' EXPOSITION PARK, RADIANT PHOTOGRAPHER WINDS UP FOR NEXT ONE



lowstone National Park. Park's photo stores will sell more than \$225,000 worth of film this summer.



IN POSITION for a low angle picture, photographer Earliston Perinchief expertly braces his legs.

CLICK! CONTINUED



COUNTERWEIGHTED by girl, photographer confidently leans over water to shoot Statue of Liberty.



TRANSPORTED by view he has just captured of New York's RCA Building, sergeant rewinds camera.

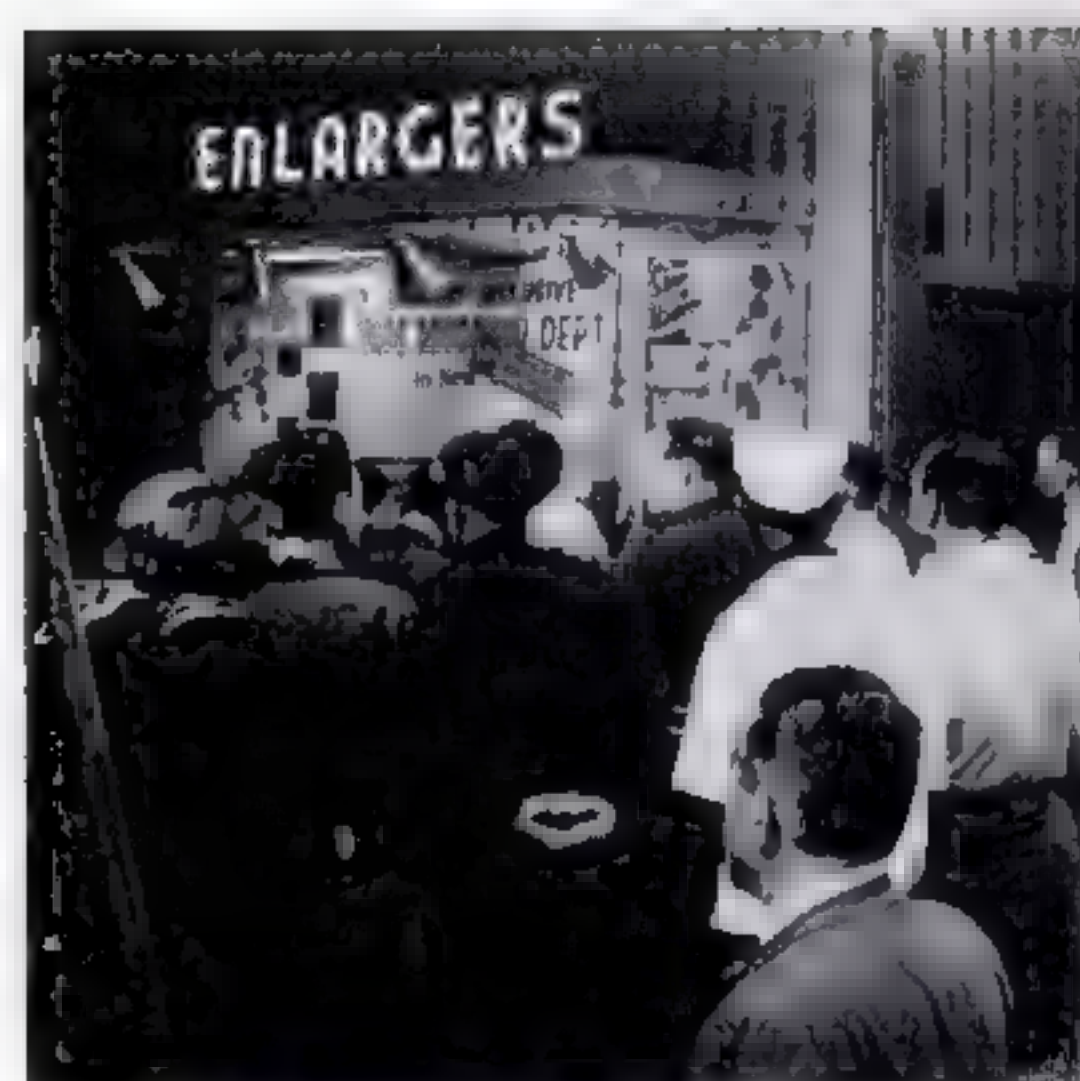


PERCHED ON A PIPE, PHOTOGRAPHER FINDS WAY TO SHOOT OVER TOP OF N.Y. CROWD →



\$1,500 ARRAY of gadgetry is used by lawyer Paul Kameny to shoot clips in N.Y. on Wollong's case.

a Hasselblad 500C Exakta with Naxos lens, a 100mm lens, and a Minox ready-to-use back pack.



LINED UP AT DAWN, and a long line of Wollong's case in New York City.

FROM SIMPLE BOX

Once a camera was camera, simple story and that was that. Today the amateur who buys a simple camera is in fairly good luck, getting much improved offspring right there for just a few dollars more. And on the shelves behind the alluring stairway to technical perfection extends almost to infinity. A good 35mm camera can cost \$800, its lenses more, or \$1,500 and its gadgets the rest is more.

Many are wondering what takes the zeal of camera is in use more than half are toys. But to millions already bitten, the urge is to buy fancy equipment. Eager to satisfy their craving, the industry has raced to put it within reach. A decade ago, strobes, pop lights were only for professionals. Soon anyone could buy them. Today fast film has made them almost unnecessary for black and white pictures. New color films are paying so easy to handle that one-third of this year's amateur pictures





after doors opened, block-long queue continued all day, as one fan said, "Just like the World Series."

TO SUPER-LENSES

will be in color. There is an increasing vogue for Polaroids. And new, inexpensive precision cameras have started a 35-mm boom

The nation's 12,000 photo dealers (doubled in a decade) are going all-out to pull in the fans. When Willoughbys, in New York City, has a sale, photographers line the sidewalk at dawn to get in (*above*). One customer spent \$8,000 — Willoughbys obligingly lent him a room to take it out of his money belt. And the amateur has others eager to help him with his hobby. There are more than 19,000 camera clubs, five national magazines, more than 100 radio and TV programs and 100 newspaper columns to offer him advice and criticize his pictures. Columnist Bill Noble (*below*), who does the latter, describes their material this way: "We get some arty pictures and a very few of bums picking up butts. But for the most part they are happy pictures. It's a happy hobby."



← **JUDGING PICTURES**, photo columnist Bill Noble shuffles 2,000 submitted to Detroit *News* contest.

\$1 BOX BROWNIE bought in 1919 takes prize-winning scenes of New York for John Loughlin.

CLICK! CONTINUED

THE ENDLESS SEARCH FOR ODD AND SPECTACULAR SETTINGS



FROM A RACING CAR, Lee Yates (2) grinds away with a mud-splashed friend puts his 1936 Ford V8 (18) to work skidding around the Fairmount Ranch race course.

near Los Angeles. Yates (left) and his friend (right) are in the driver's seat of the Ford V8 (18) as they race around the Fairmount Ranch race course.



← INTO THE PACIFIC, a member of a Los Angeles underwater camera club descends with the equipment.

ON OCEAN FLOOR, a member of the same club is seen from below, holding the camera.

FROM THE AIR → 1936 Ford V8 (18) is seen from the air as it races around the Fairmount Ranch race course. Lee Yates (left) and his friend (right) are in the driver's seat of the Ford V8 (18) as they race around the Fairmount Ranch race course.





FOLKSY GREETING is extended to citizens of Faubus' home town, Huntsville, Ark. Bearded Johnny Guthrie assures the governor, "I've paid my poll tax."



THANKING SUPPORTERS. Faubus meets old friends from Huntsville. "He was mighty active in school," said one. "There wasn't anything he wasn't in."

A SPUR TO MASSIVE RESISTANCE IN SOUTH

Last week Governor Orval Faubus won a smashing endorsement by the voters of Arkansas. The impact of this victory on the South is analyzed by this year's Pulitzer prize-winner, Harry Ashmore, executive editor of the *Arkansas Gazette*. Ashmore has vigorously opposed Faubus since the Little Rock crisis began last fall and was himself made a campaign issue by the governor.

By **HARRY S. ASHMORE**

Standing on a street corner, squinting against the bright Arkansas sun, a little old lady in a prim hat explained the position she had decided to take in an election that may well constitute a major landmark in American history.

"I don't much like Governor Faubus," she said, "but if I vote against him they'll think we're for integration down here."

"They" in this context is a nebulous amalgam that includes the U.S. Supreme Court, most national newspapers and magazines, the television networks, the N.A.A.C.P., President Eisenhower, the leadership of both political parties and a considerable portion of the citizens who live outside the South.



AUTHOR ASHMORE

Orval Faubus called them the "outsiders" and to their company he added all the insiders who spoke out against his candidacy—principally the *Arkansas Gazette* and three former governors of the state. It was this outside conspiracy together with its resident "qui-lings," Faubus said, that made it necessary for him to stand for a third term. His actual opponents—the affable meat packer, Chris Finkbeiner, and the grim Calvinist, Judge Lee Ward—were, Faubus claimed, only the puppets of a sinister combine bent upon destroying him and thereby grinding a sovereign state under the heel of federal tyranny.

Thus Governor Faubus was able to bypass the morally uneasy area of simple race prejudice and to appeal to the American spirit of independence. He figuratively waved the Revolutionary War flag bearing the coiled serpent

and the proud legend: "Don't Tread on Me."

The governor hammered away at this single theme in more than a hundred stump speeches and telecasts. Out of it he fashioned the most famous victory in the history of Arkansas politics: a sweep that brought out some 50,000 more votes than had ever been cast before in a primary election and gave him 68% of the total. His support cut across all the usual factional lines: it came from wealthy planters, small farmers, labor. Only in the white-collar and silk-stocking wards of the cities did Orval Faubus lose a few boxes—and even so he had a majority in every county but two and a plurality in those. Still, almost 120,000 Arkansans stood up to be counted against him in a bitter campaign atmosphere that subjected them to the charge of treason to the South. No more than 30,000 of these were Negro votes.

Segregation versus integration was never an issue—as it could not conceivably now be in any state in the South. Both Ward and Finkbeiner repeatedly and specifically opposed the principle of integration. The issue drawn clearly in Arkansas was compliance versus defiance of the federal courts' rulings.

The people understood that in re-electing Faubus they were endorsing a course of massive resistance to integration, including the use of force if necessary. Faubus referred to himself as a "moderate," but he had been revealed as standing on the most extreme position this side of secession. At a political rally at Pine Bluff, where the White Citizens Council raucously packed the front seats, Judge Ward asked if his listeners would have the Arkansas National Guard fire upon federal troops or marshals if the events of last September were repeated. The answer was a massed cry of "Shoot! Shoot!" Faubus then arose to smilingly savor the crowd's ovation and pledge to "fight every inch of the way."

Actually, no one in Arkansas seriously believes that there will be wholesale shooting in Little Rock when school opens again. But there is now no question that there will be some form of dead-end defiance if the higher courts revoke the delay granted this summer by Judge Harry Lemley. It is on this point that the shape of the immediate future turns, not only in Little Rock but across the South.

In effect, the school board went before Judge Lemley in U.S. District Court last June and threw up its hands. The term that opened with Faubus' militia barring the Negro children had ended with the school under an armed federal guard which was apparently unable to prevent the sustained harassment of the Negroes by student minority. The Arkansas judge agreed that the situation was intolerable and granted the school board's request for a delay of two and one-half years before another Negro is admitted. The judge expressed what would now appear to be the wistful hope that in this period somebody would do something to allay the fears and the temper of the people.

If the judges of the Eighth Circuit Court of Appeals in St. Louis, and beyond them the justices of the Supreme Court, fit the Lemley ruling into the concept of "deliberate speed," they will themselves seriously undercut the 1954 Supreme Court decision. They will provide a precedent that will be seized upon by hard-pressed federal judges all across the South. For if public resistance, including mob protest, is sufficient cause for suspending a court order, there is now no state in the region where it cannot be instantly provided.



JUDGE LEE WARD, who accused Faubus during campaign of fomenting "treason," came in third



IN TV BROADCAST Faubus sits under his favorite slogan in a final 30-minute campaign for votes. "I have drawn strength," he said, "from my native hills."



RUNNER-UP, Chris Finkbeiner, waves his hat from an election poster in Little Rock. A local meat packer, Finkbeiner was popularly called "the wienie man."

Faubus victory scares politicians who might back Supreme Court

Conversely, if the higher courts overturn the Lemley ruling, they must do so in the face of the certain knowledge that there is no local authority either competent or willing to enforce the order returning the Negro children to the school—and that Governor Faubus, under mandate from a great majority of his constituents, will obstruct enforcement. The best guess is that he would close the school and reopen it under some new law, which presumably would open up a new area of legal maneuver.

This, then, is another showdown. If the federal courts are not willing to back down, the executive department of the federal government must be prepared to enforce the rulings. One lesson of the Little Rock case is that the Eisenhower administration was clearly without any firm and coherent policy when it was faced with the inevitable collision between state and federal force. It has shown no signs of developing one in the months that have elapsed since. Another lesson is that if the executive department does move again, it will now have to do so against an 11-state front of southern resistance that has been mortared solid by Little Rock's tragic experience.

The first act of the Little Rock tragedy ended with Negro children going to school by courtesy of federal troops. Now the second act has ended. As in the 1890s, the South stands as a powerful political minority committed to massive resistance to federal policies. It is difficult to see how anyone can write a happy ending to the third act—or to find anyone, North or South, who is disposed to try.

The huge vote rolled up by Orval Faubus in Arkansas confirmed the growing belief of public men everywhere in the South that the moderate position has become politically untenable. Last fall Governor LeRoy Collins of Florida, a leading and highly respected moderate, went with a committee of southern governors to the White House in search of a compromise solution for the Little Rock impasse, and later publicly criticized Faubus for his use of force to defy the federal courts. But last week among the first congratulatory telegrams received by Faubus was a warm message from LeRoy Collins. The handwriting was clearly visible all the way to Tallahassee.



HAPPY VICTOR, Orval Faubus goes fishing with friends in Norfolk Lake after winning a third term.

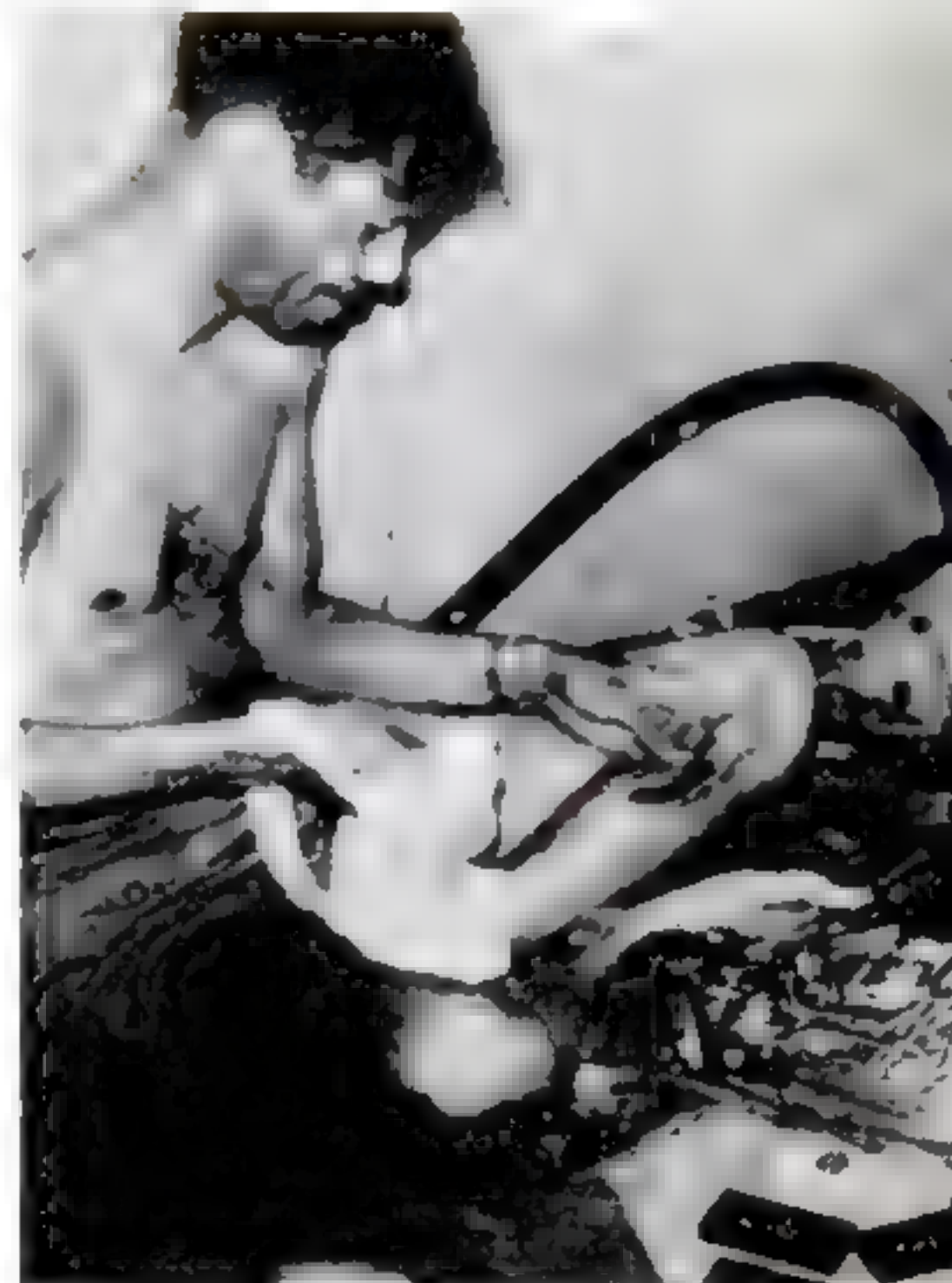
He said he would "stand in the way of anyone who tries to force integration down anybody's throat."

EN ROUTE TO THE ATTACK; THE PLOTTERS' OWN PICTURES



HEADING FOR HAITI to overthrow regime, plotters are (from left) American ex-cops Danny Jones

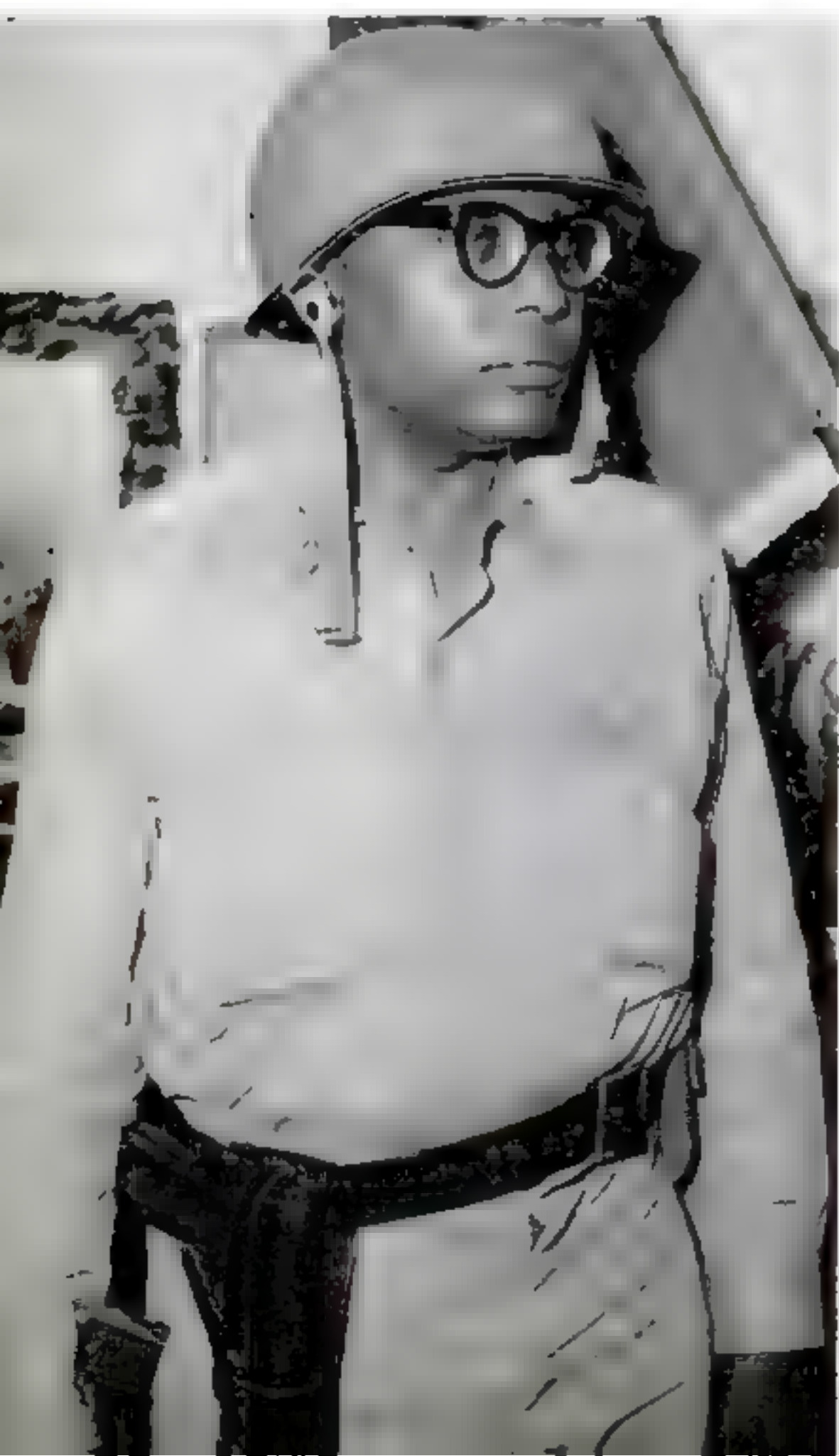
and Arthur Payne, Levant Kersten, exiled Haitian army officers Philippe Dominique and Alex Pasquet.



LOADING BULLETS into clips aboard the good ship *Mollie C* are third Haitian Captain Henri P.

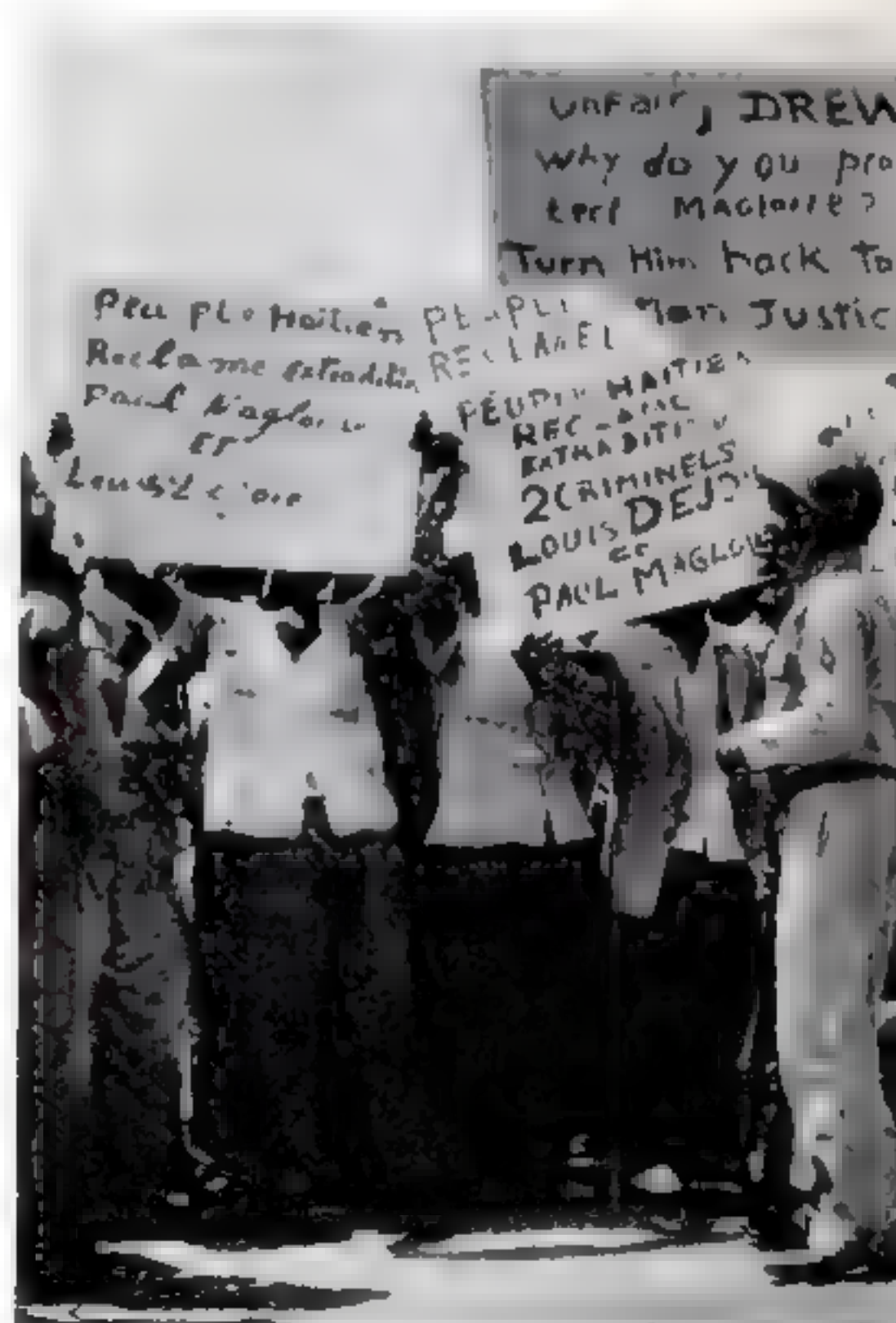
A WEIRD, FATAL DASH INTO TURBULENT HAITI

Armed to the teeth, five American freebooters and three exiled Haitian army officers sailed from the Florida Keys in the good ship *Mollie C*. They had a fantastic plan to invade exotic Haiti, rally political dissidents to their side and take over—then presumably get rich from the till of the island republic. On a dark night last week they put ashore at Deluge and seized a Jeep to take them the 45 miles to Port-au-Prince, Haiti's capital. There, around midnight, the eight stalked into downtown Dessalines Barracks, shot an officer and captured 50 nonplused soldiers. Then the



BUST OF PRESIDENT Alexandre Pétion. Haiti's first, was damaged during Dessalines Barracks fight.

TWO-GUN PRESIDENT, helmeted Duvalier stands in his palace, still armed, after thwarting revolt.



OUTSIDE U.S. EMBASSY Haitians demand extradition from U.S. of ex-President Paul Magloire, who



(left) and Jones. Two rebels not shown on board were Americans Robert Hickey and Joseph Walker.



TARGET PRACTICE from bow occupies Payne as (from left) Jones, Dominique and Pasquet lounge

on deck. These pictures were taken by plotters, all of whom were killed, and appear exclusively in *Litte*.

Haitian rebels phoned around town to old army friends and even to the guard of President François Duvalier, in the palace across the street, urging them to rise up.

That was where the weird adventure miscarried. The rebels got no response. Duvalier called out loyal troops and armed civilians, then sent his forces in an overwhelming counterattack on Dessalines Barracks. In the bloody firefight, all eight of the rebels were killed, and Duvalier had frustrated the weirdest plot against him since he was elected last

September. "We got them," his partisans chanted in Port-au-Prince.

The revolutionary meddling of five Americans—led by Arthur Payne, a former deputy sheriff in Miami—worsened the already touchy Haiti-U.S. relations. The day before the abortive coup a Haitian minister told newsmen in New York that U.S. Ambassador Gerald Drew should be recalled because "he is going too far in our internal affairs." The State Department angrily denied that charge. But then it turned around and apologized for the U.S. plotters. Duvalier accepted the apology grudgingly.



was accused of financing the eight plotters, and Louis Déjoie, whom Duvalier beat in last election.

ENVOY UNDER FIRE, Ambassador Drew talks to reporters on embassy porch during demonstration.



THE VALUE OF ZEALOUSNESS

American officialdom is notoriously rough on the dedicated man with a cause, especially in the armed services. Brig. General Billy Mitchell's crusade for air power only got recognition years after he had been court-martialed by his Army superiors. Alfred Thayer Mahan, whose strategy made the U.S. a great sea power, had his heaviest sailing inside the Navy Department. Matthew Fontaine Maury, the founder of modern Navy charting and meteorology, was forced out of active service as a lieutenant, although later reinstated. The man with a gleam in his eye seems to be a recurring near-casualty of our system. His society, and especially his superiors, find him too persistent for comfort.

Lieut. General James M. Gavin, whose second *LIFE* article appears on page 106, got further along in the service than either Mitchell or Mahan. But in the end he resigned in order to fight for what he believes is the only sound military strategy. Gavin's views still have to have their proper hearing in Washington—both his tactical plans for sky-cavalry and mobile ground forces, and his strategic insistence that we are unprepared for limited or space war. But besides listening to him the country should also profit by his uphill struggle to get his views discussed. We may live in an age of adjustment, where the committee is king and the best-modulated opinion generally wins out. The fact remains that the U.S. is still a

military power to be reckoned with, largely due to a small group of enlightened, cantankerous ax grinders like Gavin.

One of them is his co-worker in Army space projects, Dr. Wernher von Braun, whose Explorer satellites would never have got into space when they did without his combination of designing genius and unremitting heckling powers. Another such zealot is Rear Admiral Hyman Rickover, whom the Navy is now ponderously considering for another overdue promotion. Rickover not only fought through the nuclear submarine—the only modern weapon in which the U.S. is probably still ahead of the Russians. He also got the nuclear power plant at Shippingport, Pa. going, the pioneer project in large-scale commercial atomic power.

None of these men, probably, will go down as a popular hero, and we don't advocate running any of them for President. It is the essence of the zealous man to fight for his conviction first and worry about his popularity later.

But we do need a new respect for the zealous among us, these exceptions to a society whose ideas and opinions are progressively more homogenized. There are some ideas and projects—like Explorer, Nautilus and the new tactics—that cannot stand the constant watering-down of group discussion and compromised decision. They are most often, as it happens, the great ideas.

THE SACK AND A CONSTITUTION

Undercut by deadly clings, tucks and ruffles, the sack wilted last week on its Paris pedestal. While official apologists hold that *la chemise* is not dead but "evolving" (and expectant mothers are thankful that the fashion has lasted this long), the wondrous phenomenon of France's style dictatorship reasserted itself throughout the civilized and half-civilized world. The dictatorship is absolute. No other human agency could have forced such a widely criticized style as the sack on so many unwilling people. So now, hearing the evolutionary drums from Paris, women prepare to adjust themselves faithfully to a new style, loosely termed *Empire*, which recalls the high-waisted models worn by Napoleon's wife, Josephine.

The changes, as usual, respect no boundaries. While local patriots in Cairo, Prague or Beirut are busy denouncing French imperialism, their ladies are getting ready to go *Empire*. The U.S.S.R. is conspicuously not immune. Although Radio Moscow still vainly warns against frivolity ("The primary object of your clothing is to regulate the temperature of the body"), Russian representatives studiously attend the Paris showings.

The French, for all their failures at open military imperialism, have long wisely realized that the cultural imperium symbolized by Paris fashions or Paris menus or their language, makes up an important part of France's influence on modern civilization. Fittingly, they have a phrase to cover the whole thing, "*la mission civilisatrice*," meaning the general civilizing job which France set out to do on the world outside. The works of the Paris fashion-makers or poetry teachers at the Alliance Française may look frivolous by themselves. But they have been pillars of France's teaching mission.

The French have not done so well in propagating a more sober ideal of their peaceful imperium: the example of a working political democracy. The great *liberté, égalité, fraternité* cry of 1789 has been a sure-fire propellant charge for revolutions ever since. No new country would think of turning its back on these ideals—any more than it would (or could) keep its ladies from copying the latest Givenchy collection. But when the young nationalist planners start reading the fine

print of French history, they find it sadly lacking in pragmatic examples. The 18th and 19th Century Jacobins spoke convincingly about Rousseau's Rights of Man, but in practice they made a god of rationalism while omitting the moral safeguards that the British and Americans adopted. If copied, whether in 1789 or 1958, their abstract "will of the people" is likely to end up being used by such as Khrushchev or Nasser to impose personal rule.

The French themselves have staved off dictatorship only by a continual stopgap. They codified the incongruities of their revolution in a tightly run bureaucracy and an assembly that changed its mood even more whimsically than a Paris couturier switches patterns. This was hard to bear for Frenchmen who wanted their *mission civilisatrice* to have a wider political impact than that possible to a mere merchandiser of Chanel suits or Dior trapezes.

General de Gaulle seems to be on the way to realization of their hopes. He has given the world the heartening spectacle of a French government which is at last trying to put a little starch in the *mission* along with the new frilly bosoms. In the same week that the couturiers announced their edicts he presented the draft of France's new constitution.

Few political commentators would argue any real parallels between these two events, e.g., that the new high waistline suggests the separation of legislative and executive powers (although Paris wits have been having their fun with the revived popularity of Napoleonic Empire styles). Most of the serious comment, in the French tradition, has concentrated on the new constitution's loopholes. Loopholes there may be. But its provisions for a strong executive and a responsible parliament at least clear the way for remedying some of the Jacobin revolution's 160-year-old defects.

It is good news for all of us who know France's cultural imperium (especially husbands) that the sad sack is finally going. Since France's democracy is inextricably joined to our common standards of Western culture, it is still better news that the political core of the *mission civilisatrice* is getting its long-needed restyling.



Best known! Best loved! Campbell's Tomato Soup . . . that tastes like no other because it's made from the red-ripe, sunshined Campbell Tomato.

Have you had your soup today?



*M'm! M'm! Good!
Nourishing good!
Gives you vitamins,
proteins—minerals, too!*

All Campbell's Soups have a special story behind them . . . specially grown ingredients, cooked with care and skill. That's why Campbell's is the first name in soup . . . first choice for quality, flavor and nourishment! And what a wonderful value in all-over goodness!

Once a day . . . every day . . . Soup— *Campbell's*, of course!



SEAGRAM'S GOLDEN GIN MAY ALSO BE OBTAINED IN CANADA, SEAGRAM DISTILLERS COMPANY, N.Y.C. 94 PROOF, DISTILLED ONLY GIN, DISTILLED FROM AMERICAN GRAIN.



GREAT TONIC FOR TIRED FISHERMEN...FISH AND HUSHPUPPIES



Select the best of the catch from lake, stream, ocean or, for that matter, from the ice-box. Split the cleaned fish into convenient slices for serving. Salt them liberally. And pepper to taste. Dredge with flour.



Now tackle the Hushpuppies. First, mix 1 cup of cornmeal (either white or yellow variety) with 1 cup of white flour. Then add 1 tablespoon of salt and three teaspoons of baking powder. Mix, don't sift.



Next, add 1 medium-size onion finely minced. Stir in 1 egg, mixed with $\frac{1}{2}$ cup cold water. Add more cold water, (probably another $\frac{1}{2}$ cup), just so the batter will drop, not pour, from your spoon.



Just the thought of sinking a tooth into this succulent Southern specialty should be enough to turn the most indifferent fisherman into an ardent angler. If the fish don't bite, there's always the supermarket. And while you're putting this mouth-watering magic together, serve some long drinks to your cohorts—made with Seagram's Golden Gin. Here's a spirit with a 94 proof pedigree. Mixers won't drown or discourage its brilliant, zestful tang!

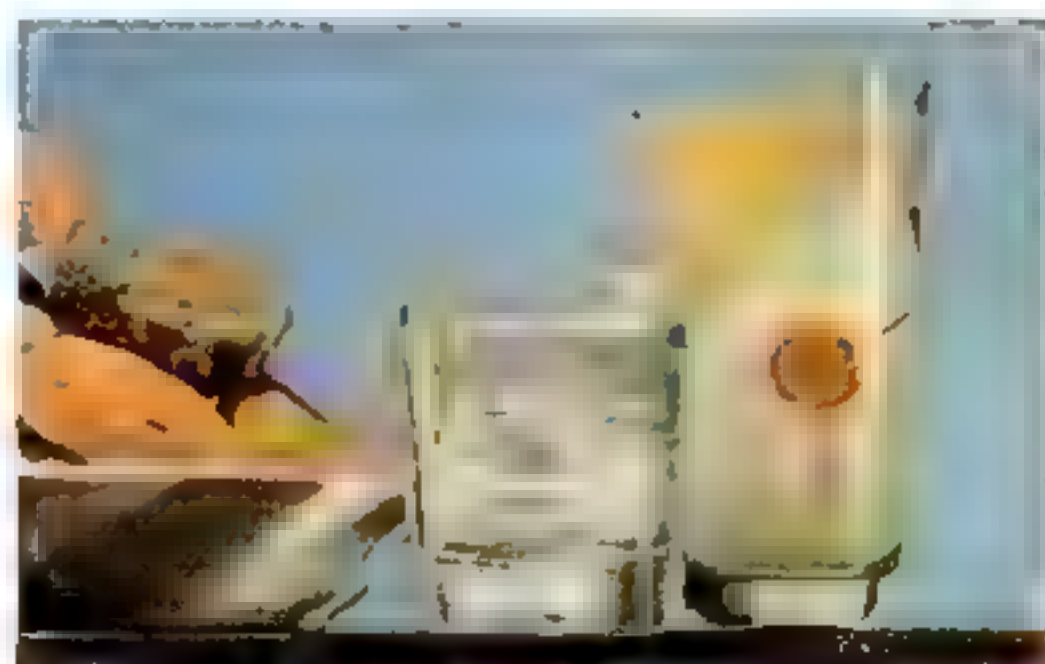
SEAGRAM'S GOLDEN GIN



Melt shortening to about $\frac{1}{4}$ inch in depth in a good-size, iron skillet. When hot, put in fish—and don't crowd them. Brown quickly on both sides, lower heat and cook on moderate fire until fish begins to tender.



Drop teaspoonfuls of batter into spaces between fish. When top bubbles like a pancake, flip over gently and brown other side. Fish and Hushpuppies will be ready to serve at the same time. Batter makes 35 puppies.



While you're bowling over your friends with culinary magic, keep Seagram gin coolers within sipping distance. This higher proof, naturally mellow spirit makes the world's most appetizing drinks.



Jell-O Chiffon...new wonder of the dessert world

Now...Chocolate

Make it in 9 minutes with Jell-O Chiffon Pie Filling

Chiffon—most thrilling of all pie fillings now yours in three wonderful flavors—Lemon, Strawberry and *new* Chocolate.

No cooking! Just add milk and sugar to Chocolate Jell-O Chiffon Pie Filling. And beat.

You just can't fail. Thousands of tests in the General Foods Kitchens prove you can't make a mistake if you try. We guarantee it. Discover the wonder of Jell-O Chiffon Pie Fillings. At your grocer's—for pennies. Jell-O is a registered trade mark of General Foods Corp.



A LOOK AT THE WORLD'S WEEK

RACKET WITNESS REFUSES TO BE INTIMIDATED

Clutching a rosary in her hands, pretty Mrs. Nancy Dawson came before the Senate rackets investigating committee in Washington. A caller, identifying himself as "Hoffa of the Teamsters" warned her not to appear, Mrs. Dawson told the committee. Another threatened to disfigure her if she did. But the threats did not stop the brave woman from testifying that racketeers had chiseled away some of the best accounts of her laundry business in Detroit.

A CELEBRATED DESERTER GETS 10 YEARS

In Verdun, Wayne Powers (*right, center*), who deserted the U.S. Army in World War II, awaited the verdict of a court-martial with his family around him. He avoided detection for 13 years by moving in with Yvette Beause and hiding under the stairs (*LIFE*, April 7). Sympathetic French people wrote some 100,000 letters asking leniency for Powers, but the court-martial gave him 10 years in prison. He may, however, get a reduced sentence later.



CONTINUED



BROTHERLY GREETINGS

From the size of their grins it was hard to tell who was happier as President Eisenhower welcomed brother Milton in Washington after the latter's 20-day tour of Latin America. Said Milton: "The vast majority of the leaders and peoples of Latin America are friends of the U.S."

JUST AHEAD OF A HERD

Hotly pursued by lumbering elephants, a trio of blurred figures streaked along a Mexico City street. While they were waiting in a railroad yard, the elephants heard a locomotive whistle and stampeded. One killed a man who tried to grab its tail and the animal had to be shot.





THE LAST TRIP PAST THE LIGHTS

Against the dazzling backdrop of the brightly lighted Oakland-Bay Bridge, a fine old tradition came to an end as the *San Leandro*, last of the famous San Francisco ferries, made her final run across the bay from Oakland. Outmode by three great bridges now spanning the bay, the ferries, which began their runs in 1851, carried 40 million passengers at their peak year (1930). Last year they hauled a scant 600,000.



ITALIAN PREMIER VISITS THE U.S.

At an Italian embassy reception in Washington, Italy's Premier Amintore Fanfani was reflected in a mirror as he greeted Presidential Assistant Sherman Adams and Mrs. Adams. At left is Signora Brosio, wife of the Italian ambassador. In a two-day visit Fanfani reviewed the Middle Eastern situation with President Eisenhower, supported U.S. insistence that any summit conference be within U.N. framework.

be the host with the most...



YOU'VE GOT IT MADE WITH HEUBLEIN COCKTAILS

Nothing to it, really... showing guests a good time. Just serve delicious cocktails—but do it as if you've done it all your life. Easy with Heublein Cocktails.

No fuss, no mess, no waste. Already mixed to perfection. Just stir with ice and the party's on.

EXTRA DRY MARTINIS—75 proof, made with potent gin and finest distilled vermouth.

MANHATTANS—65 proof. Eight other popular kinds. At full strength. G. F. Heublein & Bro., Hartford, Conn.

keep Heublein's on hand — always ready to serve



IN LEBANON'S PARLIAMENT AFTER FINAL VOTE ELECTING FUAD CHEHAB, FOREIGN MINISTER CHARLES MALIK (FOREGROUND) JOINS DEPUTIES IN APPLAUSE

ELECTION BRINGS UNEASY TRUCE TO LEBANON

Last week the troubled people of Lebanon finally took a step toward settling their differences. Gathering in the parliament building in Beirut (above) the country's duly chosen leaders legally elected a replacement for President Camille Chamoun. Although Lebanon's three-month-old rebellion has been encouraged by aggressive Nasserism and fanned in part from next-door Syria, Chamoun's apparent desire to stay in office was a contributory cause. His replacement, moderate nationalist General Fuad Chehab (p. 30), chief of Lebanon's 10,000-man army.

Until this day it happened there was a strong chance the election might never take place at all. The rebels threatened to boycott it unless U.S. Marines quit the country and Chamoun quit his office. Just before elections

they tried to assassinate Lebanon's Premier Samu el-Solh. But at the last minute, partly through tireless work by President Eisenhower's (p. 30) desk-shooter Robert Murphy (p. 30), a compromise candidate was presented. Though visitors had to be frisked for weapons before entering the hall, the rebel representatives—some of whom were wanted by the government police and had to be granted temporary amnesty—turned up to vote.

Under terms of the 1943 Lebanon constitution the new president does not take office until Sept. 21 and there are already signs that the interim may be full of violence. But the bipartisan election gave hope that the U.S. may be able to withdraw its troops soon enough to deprive Russia's Nikita Khrushchev of a phony gambit at the proposed summit meeting.

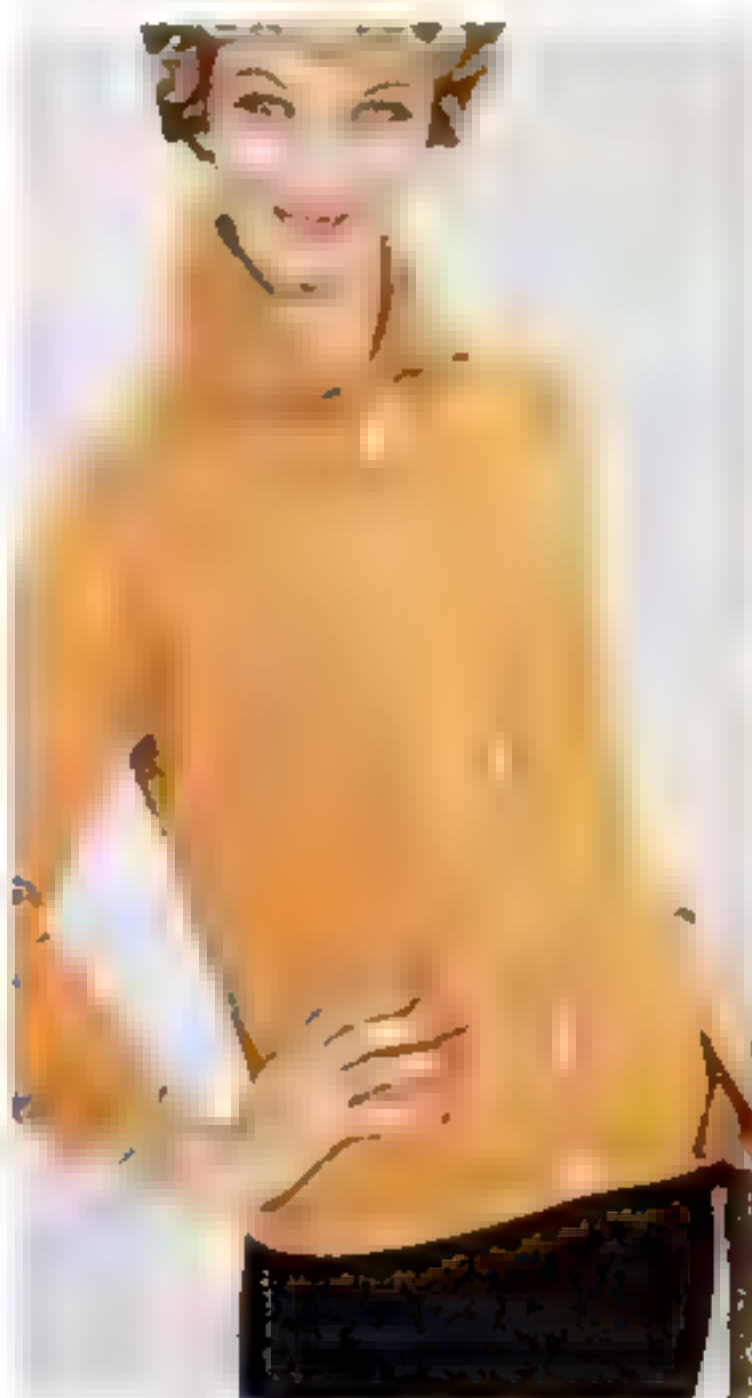
Collared Chemise, in a bulky edition of the crisp Continental Knit. About \$15.



Shimmy Sweater, looser, longer, giddier than the Roaring Twenties. About \$8.



Torso Cardigan, in a bold bulky version of the Continental Knit. About \$15.



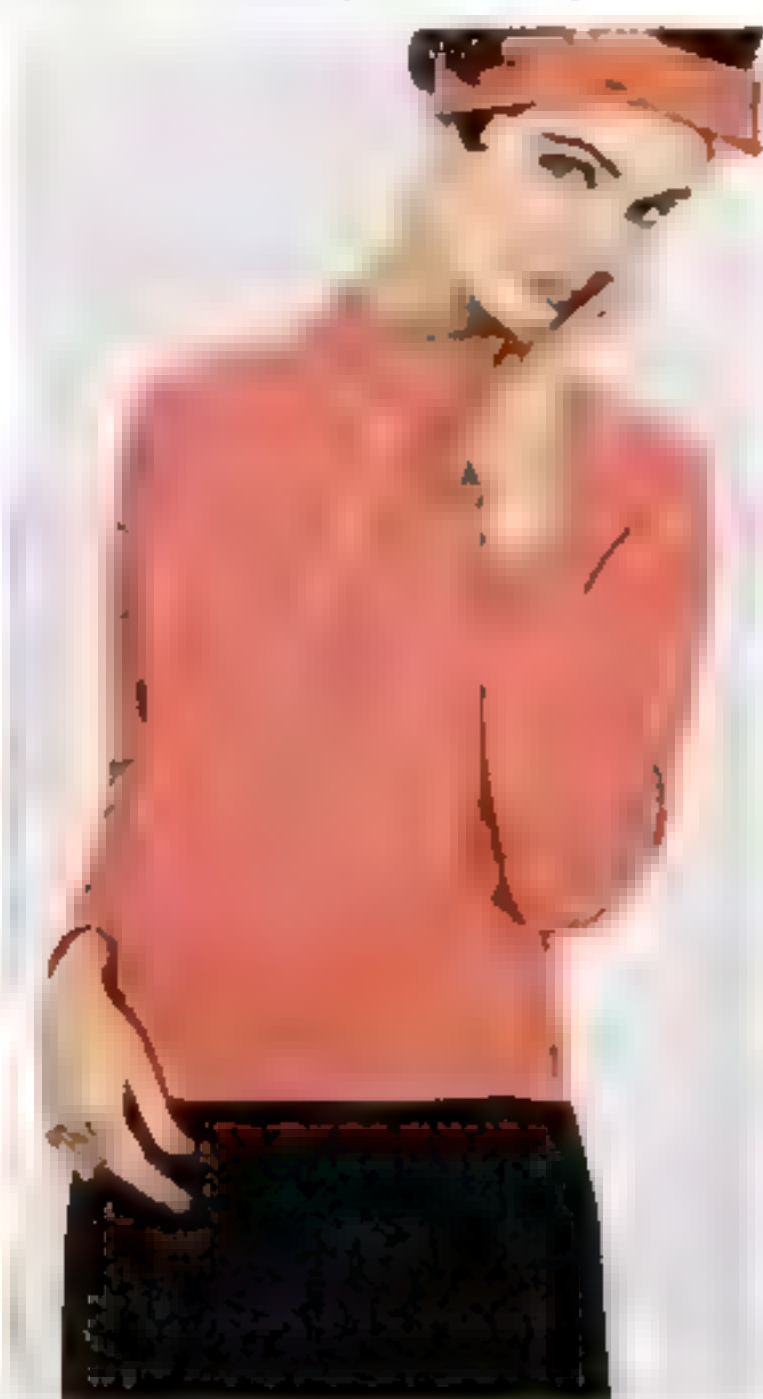
The Classics, and the new tone-on-tone way. Pullover about \$7. Cardigan about \$9.



Turtleneck and Vest in the Continental Knit. Pullover about \$8. Vest about \$7.



Shirt Sweater, self-sufficient or smart accent to autumn suits. About \$8.



Dressmaker Cardigan, double-turned collar, miniature bow tie. About \$9.



Blouson Sweater cleverly ties up its popularity with a drawstring. About \$9.



8 Sweater Newcomers for Fall

NEW LENGTHS, NEW LOOKS IN CARE-FREE ORLON

REG. U. S. PAT. OFF.

"Orlon"—fashion's many-faceted sweater fiber—now gives a woman wide freedom of sweater expression. She can assume a foreign air with the crisp, new Continental Knit. She can update the "Twenties" with the chemise sweater. She can play color against color with sweater over sweater. She

can even create her own look with the classic cardigan or pullover. In short, it's "Orlon"* acrylic fiber for the woman who thrives on fashion adventure in style, texture and color . . . and who seeks the easy washability, shape retention and lightweight warmth that are part and parcel of "Orlon".

Better Things for Better Living . . . through Chemistry

*"Orlon" is Du Pont's registered trademark for its acrylic fiber. Du Pont makes fibers, does not make the yarn or sweaters shown here.



DARLENE designs in full's new fashion colors. Sizes 34 to 40. At B. Altman & Co., New York; Hochschild, Kohn & Co., Baltimore; Carson Pirie Scott & Co., Chicago; The Hane Bros. Co., Cleveland; Younkers, Des Moines; B. Gertz, Inc., Long Island; The May Company, Los Angeles; Harry S. Manchester, Madison, Wisconsin; Jordan Marsh, Miami; T. A. Chapman, Milwaukee; B. F. Dewees, Philadelphia; Gladding's, Providence; Miller & Rhoads, Richmond; Sibley, Lindsay & Curr Co., Rochester; Schuneman's, St. Paul; The Emporium, San Francisco; Mass Bros., Tampa; Woodward & Lothrop, Washington, D. C.; and other fine stores from coast to coast.



What makes beans flip their lids?

Hunt's of course!

*...because Hunt's is rich and thick
and spiced with imagination!*



SMILING AFTER ELECTION VICTORY, USUALLY RETIRING GENERAL HOLDS PRESS CONFERENCE IN HIS BEIRUT OFFICE

'THE SPEECHLESS ONE' TAKES OVER IN BEIRUT

The new Lebanese president-elect is known to his countrymen simply as "the general." Fuad Chehab, 56, is a professional soldier. He trained at France's famous St. Cyr and likes to refer to himself as "le grand muet"—the big speechless one. Chehab has served as army chief and has a loyal following among his men. Throughout the government crisis he could have turned the play either way. Unimpressed by Chamoun's pro-Western bias, he never really tried to destroy the rebels. Instead he used the army passively, to protect the government. He was against the U.S. landings, but when the Marines came he coop-

erated because they had been called by the president.

Now drafted into power as the only man strong enough and neutral enough to establish peace in his country, Chehab will have to act. Like General de Gaulle in France, he plans to send the parliament on vacation until he can reorganize Lebanon. He will certainly try to have U.S. troops withdrawn and will probably soften Lebanon's tight ties with the West in favor of independent neutralism. Western observers, however, have a high regard for him. One diplomat commented that he is "being fitted constitutionally for a civilian cap instead of military dictator."

SUNBURN?



for
men—
women—
children

STOP THE PAIN WITH **SOLARCAINE** *Instantly!*

Seething pain vanishes almost instantly with Solarcaine—the medicated lotion recommended by so many doctors. Developed in the blazing tropics, Solarcaine's unique formula soothes and cools damaged tissues, stops the pain, and helps speed healing! No more agonizing hours of discomfort. It's greaseless, too—and won't stain.



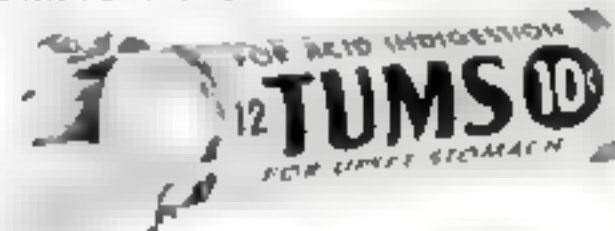
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Also, SOLARCAINE LIP BALM for Cracked Lips, Fever Blisters, Cold Sores

STOMach gas?

GET TOTAL RELIEF FROM EXCESS STOMACH ACIDS IN SECONDS!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

You'll like **Elbeco** SHIRTS
UNIFORM • SPORT • DRESS
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READING, PA.—NEW YORK 1, N.Y.

Amazing New Medical Discovery! **WORMS YOUR DOG OR PUPPY AS YOU FEED HIM!**

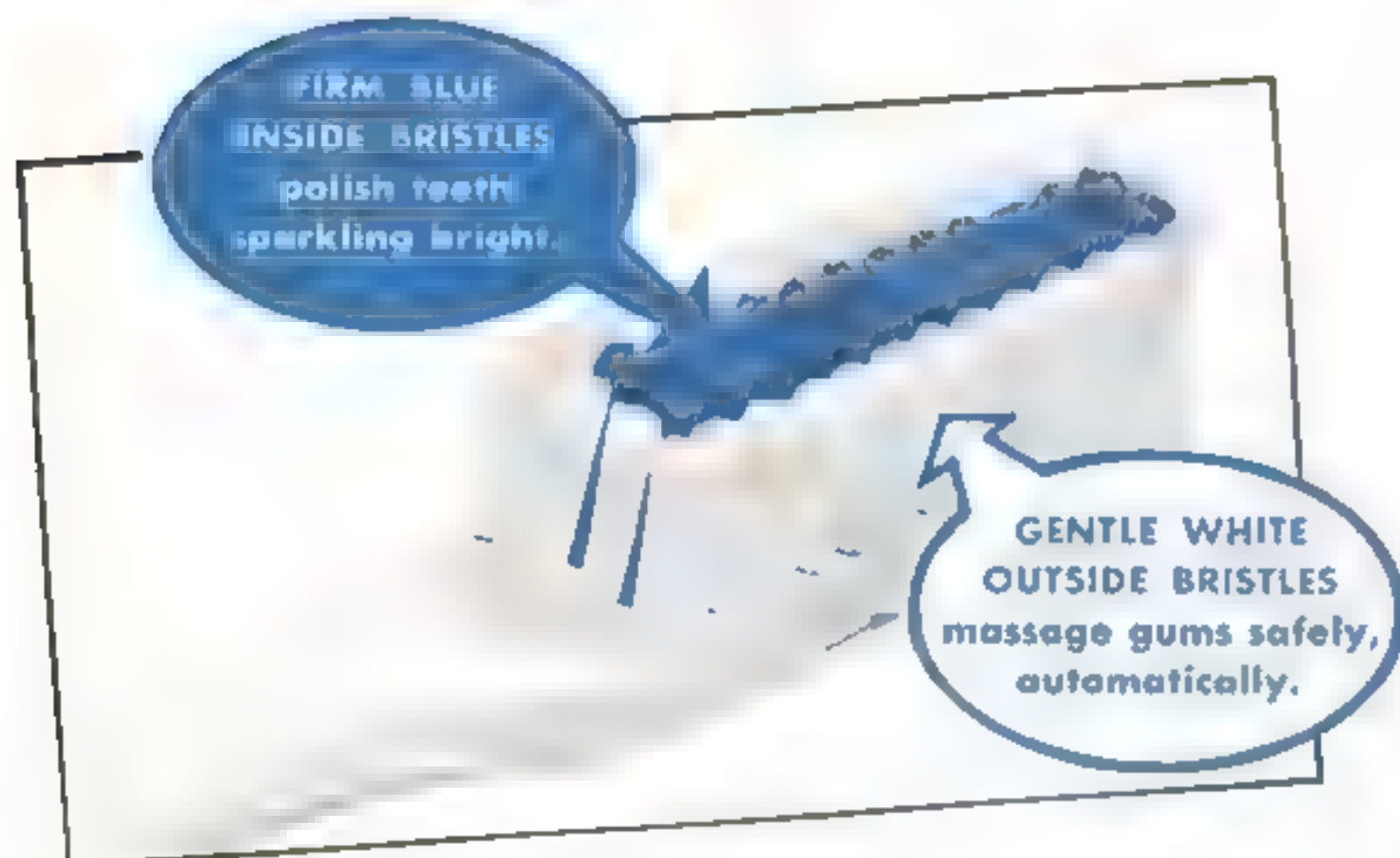


Just mix New PULVEX Worm Caps with your dog's food... your pet worms himself while he eats! There's no starving, struggling, vomiting, diarrhea, or danger. New PULVEX Worm Caps contain Piperazine Adipate, that quickly and safely

expels large roundworms (Ascariids). Practically odorless, dogs like its taste. Also available for cats. Get New PULVEX Worm Caps at pet shops, drug or department stores. Another quality Pet Care Product from Pulvex, Chicago 14, Illinois.

NEW PRO "DOUBLE DUTY" TOOTH BRUSH
MAKES THIS SENSATIONAL OFFER!

Brighter teeth, healthier gums in 30 days or double your money back!



● The new Pro Double Duty gives you double action in one stroke action too. It massages gums safely and effectively as it polishes teeth brighter.

To back our confidence in this better tooth brush we're taking special notice. Get the new Pro Double Duty Tooth Brush. Use it for 30 days. You must find it cleans better and works better than any other tooth brush you ever used. Or return it to the Pro Brush Company and get a double your money back.

Discover the wonderful difference in the Double Duty tooth brush today. Limited offer good until October 31, 1968.

Your smile will say it's better!

THE NEW PRO
double duty
TOOTH BRUSH

PRO-PHY LAC-TIC BRUSH CO., FLORENCE, MASS.



Lebanon CONTINUED

A TROUBLESHOOTER IN ACTION



WITH LEBANON'S PREMIER, Samir S. Dabbas, was ready to flee when rebels tried to kill him. Many Lebanese are now in the U.S. Despite this effort Solhi invented yet another escape route.



WITH JORDAN'S KING, Hussein Murr, is one of the few Arab leaders who have fled to the U.S. This move is probably a sign of a new era in Arab politics.

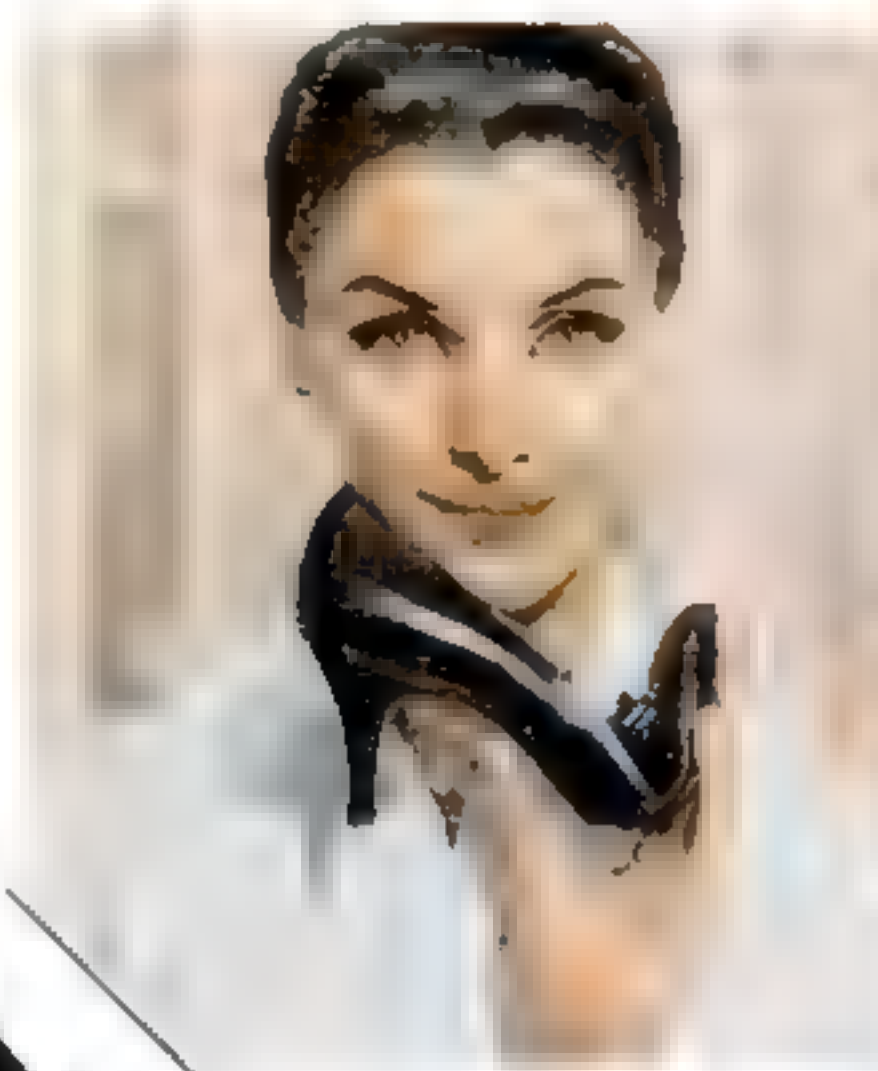


WITH ISRAELI MINISTER, foreign affairs chief Walter Eytan (l/r), Murr's arrival in Israel through Jerusalem before fleeing Premier Ben-Gurion. Israel has reportedly asked Khassidov to mediate between Israel and Arabs.

Quality at your feet...



Soft Illusions... fantastically soft pumps that weigh less than five ounces.... have super-cushioned soles ...and fit like **Naturalizers** always do.



COMPLETELY FLEXIBLE



LESS THAN 5 OUNCES LIGHT



GOODYEAR AIRFOOT CUSHIONING

Soft Illusions by Naturalizer

High or mid heels in
a variety of colors . . . in
gossamer-light glacé calf.
Also in Deldi silk suede.

Shoes Illustrated, 13.95. Other styles 9.95 to 13.95 Higher Denver West and Canada.

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THE SHOE WITH THE BEAUTIFUL FIT®

FOR NEAREST DEALER WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MANUFACTURED IN CANADA BY PERTH SHOE COMPANY, LTD., PERTH, ONTARIO

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2,001 PRIZES!

FIRST PRIZE

The New Thunderbird 4-Passenger Convertible



Imagine winning the incomparably exciting new Thunderbird 4-passenger Convertible. The newest of the new cars.

1000 SECOND PRIZES

Toastmaster Automatic Toasters
Regular \$19.95 Value

Fully automatic, just drop in bread and press handle down. Toast Control allows light, dark or in-between toast. Durable, easy to clean chrome plating, cool handles, smart, modern styling.



1000 THIRD PRIZES

Toastmaster Automatic Steam and Dry Iron
Regular \$16.95 Value

Easy-to-read Fabric Selector Dial. Perfect for ironing heavy cottons and linens or dainty silks and synthetic materials or pressing woollens. Light weight - only 3 1/2 lbs.



JUST FINISH THIS JINGLE

A touch of Suave used every day
Wakes up your wave, makes hair obey,
Adds sparkle for that healthy glow!
Makes after-shampoo dryness go
Suave solves hair problems right away . . .

Print last line of jingle to rhyme with AWAY
Example: Keeps hair in place the live-long day

Your Hair Will Be Lovely With

HELENE CURTIS
Suave
HAIRDRESSING & CONDITIONER



HINTS TO HELP YOU WIN

You have a mighty good chance of winning because there are 2001 prizes. To help you decide what to write as a last line for the Suave Jingle, here are some things you ought to know about Suave.

Something wonderful happens to your hair the moment you apply Suave hairdressing. Instantly, your hair is soft, sparkling, marvelously easy to manage.

Dry hair problems disappear. Dull, brittle hair becomes glossy and exciting to the touch. And when shampooing steals beauty oils from your hair, Suave brings back all the loveliness . . . adds body and life, frees snarls, makes hair obey your slightest whim.

And Suave wakes up your wave with precious ingredients . . . coaxes curls . . . pretties up your permanent . . . brings out all its rippling glory. Makes hair easy to set and arrange . . . and keeps hairdo perfect a new greaseless way.

FOLLOW THESE EASY CONTEST RULES

1. Get entry blank where cosmetics are sold or use the blank in this advertisement. Print or write plainly in the entry blank your name, address, and last line for the jingle, making it rhyme with the word AWAY.
2. Mail entry with Suave box top, to Suave Contest, Box 71, Chicago 77, Illinois. Enter as many times as you like. All entries must be original work of contestant, and submitted in his or her actual name. Don't forget to enclose Suave box top or a reasonable facsimile with each entry.
3. Entries must be postmarked before midnight, November 1, 1958, and received by December 6, 1958. Only entries with sufficient postage will be qualified for prizes.
4. Entries will be judged on the basis of originality, uniqueness and goodness of thought by

the Lloyd Herrold Company, Inc., an independent created judges whose decisions are final. Duplicate awards in case of ties. Only one prize awarded to any one individual. No entries will be returned. All entries become property of Helene Curtis Industries, Inc. You accept the terms of this agreement when you enter.

5. Contest open to all residents of the continental United States and Canada, except employees of Helene Curtis Industries, Inc., all advertising agencies and members of their families. Contest subject to all federal, state and local regulations.

6. All winners will be notified by mail approximately one month after contest closes. Complete list of winners sent on request. If you enclose self-addressed stamped envelope with your entry.

ENTRY BLANKS AT ALL COSMETIC COUNTERS



ENCIRCLING THE STAGE, AUDIENCE WATCHES BALLROOM SCENE FROM STRAUSS OPERETTA, "DIE FLEDERMAUS," IN 1,617-SEAT TENT AT LAMBERTVILLE, N.J.

Tenting Tonight, with Music

ACROSS U.S. SUMMER SONG-AND-DANCE SHOWS BOOM UNDER CANVAS

Out through the tent flaps and floating off in the warm night air, a summery outpouring of Broadway melodies and popular light operas is calling some four million Americans to watch a new kind of show business, song and dance under canvas. In only nine years since the first "music tent" was raised in Lambertville, N.J. (above) and a season of Broadway musicals was presented arena style, the tents have multiplied until this summer there are 25 of them from Cape Cod to California

Located just outside big cities or at summer resorts, the tents usually give a new show every two weeks to audiences of 1,000 to 3,000. Most tents have a permanent chorus with new performers booked in for leading roles. What keeps the customers coming is not only the pre tested entertainment and the moderate prices (90¢ and up), but the fact that they can loll in short sleeves and cool summer dresses, refreshing themselves with hot dogs and pop along with song and dance

CONTINUED



ACTORS GET DUNKED in *Wish You Were Here* pool at the Cawood Melody Tent, Hyannis, Mass. Plastic sheet keeps front-row spectators from getting wet.



RETREATING ACTRESS in blue pants can exit from stage only by running up aisle at Melody Tent. Matinee audience consists mostly of women and children.

MUSIC TENTS CONTINUED



IN RAIN SCENE, actors crossing over bridge for a rainy rendezvous at summer camp get doused with water that drizzles from a pipe suspended above the stage.



HAPPY SPECTATOR gets hugged by Actress Elle Ward during song number. Music tent performers often do short scene in aisle, to audience's delight.



MOLLY MOCK, 22, from Beverly Hills, California, joined music tent at Hyannis in hope of getting theater experience. She holds stage director's script,

jotting down all his rehearsal notes for next week's play, also takes small part as chorus girl in current show. "It's been a rat race," says Molly cheerfully.

CONTINUED



SUNNING ACTRESSES who sing and dance at Hyannis spread out on roof of dressing rooms, still in bathing suits they wore at the matinee. They earn

from \$50 to \$72.50 a week for a nine-week season, get little leisure time between daily rehearsals for upcoming shows and seven regular performances a week.

2nd Annual Canada Dry \$50,000 Sweepstakes

GRAND PRIZE ALL THE SILVER DOLLARS YOU CAN SHOVEL IN 5 MINUTES



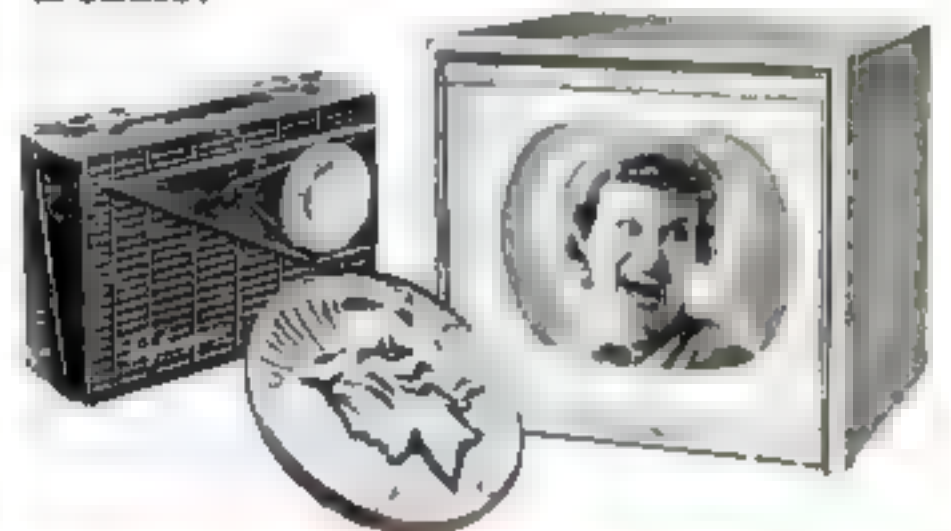
NO JINGLES! NO PUZZLES! NOTHING TO BUY!

Enter as often as you wish...one entry per envelope! All entries must comply with contest rules.

2nd PRIZE: All the silver dollars you can shovel in 2 minutes! (guaranteed minimum prize—\$6,000)

3rd PRIZE: All the silver dollars you can shovel in a minute! (guaranteed minimum prize—\$3,000)

PLUS 5080 OTHER PRIZES! 5 Sylvania Color Television Sets!—list price \$645.00 • 75 Sylvania Transistor Portable Radios!—list price \$39.95 • 5000 Individual Silver Dollars!



GET YOUR FREE ENTRY BLANK AND FULL DETAILS AT NEIGHBORHOOD STORES

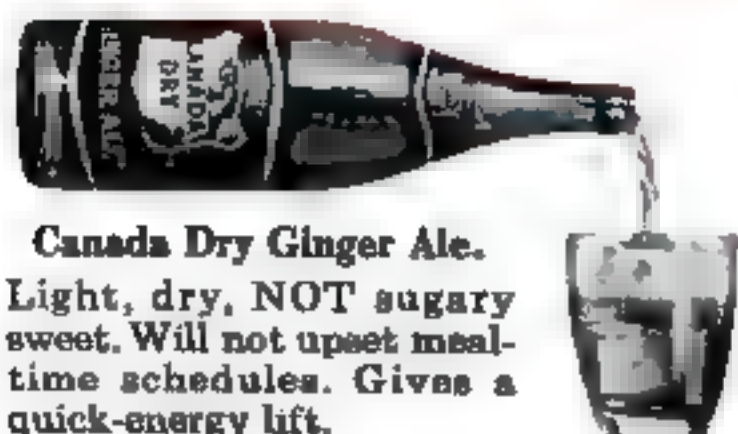
All entry blanks must be postmarked by midnight, August 30, 1958. Address, Sweepstakes Contest, P. O. Box 9, New York 46, N. Y. Selection of winners to be determined by an independent organization. Winners will be flown to New York City via

AMERICAN AIRLINES for shoveling contest. Sweepstakes not open in residents of any state or locality where sweepstakes of this kind may be prohibited or taxed.

WOW...YOU'LL BE ON TV!

Silver Dollar 'Shovel-Off' will be Televised over the Dave Garroway NBC-TV Network "TODAY" show on Sept. 25th.

Canada Dry makes 10 delicious beverages; here are 3:



Canada Dry Ginger Ale.
Light, dry, NOT sugary sweet. Will not upset meal-time schedules. Gives a quick-energy lift.



Canada Dry Fruit Flavors.
All the favorites. True fruit Orange, Cherry, Grape in King-Size Bottles—much more for your money.



Canada Dry Club Soda.
Largest-selling Club Soda in all the world—makes better highballs, that are better for you.





the socks that grow
with growing feet!

FRUIT OF THE LOOM STRETCH SOCKS

You can almost see children grow! And Fruit of the Loom Stretch Socks grow right along with them. Always a good, healthy fit—never too big, never too small. *Landized* too, for extra softness. Give your children a "growing friendship" with Fruit of the Loom Stretch Socks—for all ages—at your nearby F. W. Woolworth store and at department and variety stores in your city. America's greatest sock value, from

39c



FRUIT OF THE LOOM SOCKS

division of Chester H. Roth Co., Inc.

MUSIC TENTS CONTINUED

IT'S AN OLD TRADITION

Long before the music tents began to boom, Americans showed a special liking for outdoor, hot-weather entertainment at night. In the 1890s there were hundreds of traveling circuses, Uncle Tom shows, and troupes playing such thrillers as *Neither Maid, Wife nor Widow* under canvas. Countless raggle-taggle caravans of dog-and-pony shows, Indian medicine men and acrobats did stunts by torchlight on the Court House squares. Today these pleasures have all but vanished in favor of night baseball and drive-in movies. But the new crop of music tents, despite their fine Broadway trappings, are still in the old tradition.

The first of the modern music tents was started in 1949 by St. John Terrell (*below*), who had tried his hand at show business as a carnival fire-eater, a Shakespearean actor, and as radio's Jack Armstrong, the All-American Boy. Three weeks before Terrell's first tent opened in Lambertville, N.J. his backers had an attack of cold feet and withdrew the \$35,000 they had put up to get the season started. Holding his troupe together more with promises than paychecks, Terrell opened with *The Merry Widow*, followed it with nine more juicily melodic operettas, and by summer's end had more customers than he could find seats for. Terrell today is a czar of the music tents, with three of them running simultaneously in the east.

One appealing feature of the music tent is that everybody has a good seat—in these arena theaters no seat is farther than 20 rows from the stage. Actors like to play in the tents because, as one comedian says, "Where else can you hear applause coming from four sides?" Producers make a point of hiring good singers, or at least loud ones. And since America in the past 20 years has been in its musical comedy heyday, there is a copious repertory of favorite Jerome Kern, Cole Porter, Frank Loesser and Irving Berlin shows, which younger audiences are seeing for the first time and their parents for old times' sake.

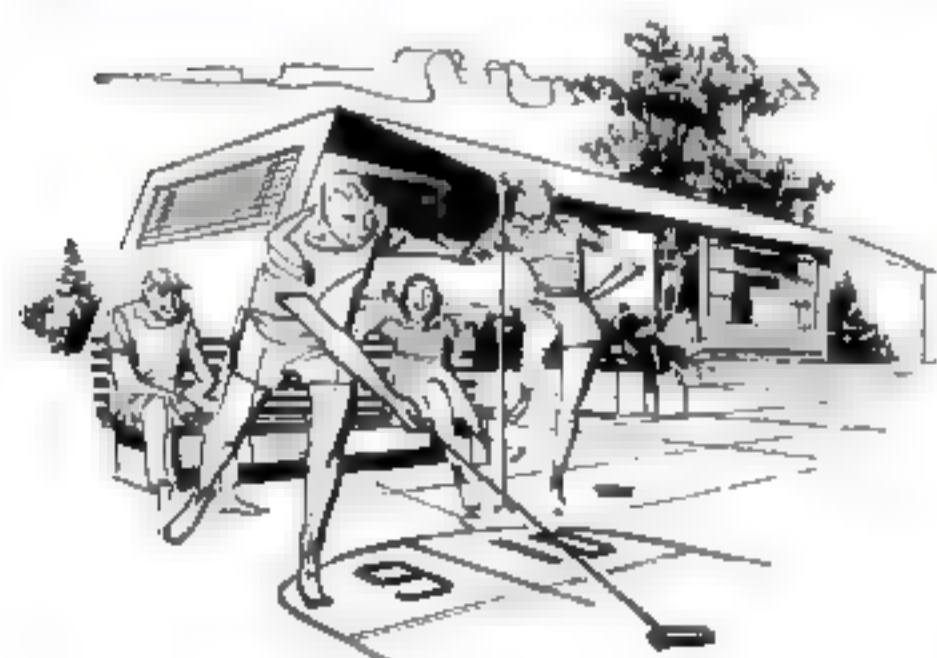
The necessary makeshifts of staging often turn out to the good. Because the stage must be visible from all sides of the tent, there can be no bulky scenery to block the view. In *South Pacific* a few low palms suggest a jungle, in *Die Fledermaus* four cardboard pillars create a ball room. The producers make up for sketchy scenery with lavish costumes, but still the audience is called on to use its own imagination, one of the basic requirements of good theater.

Even with simplified scenery, putting on a tent musical is a costly business (about \$15,000 a production). Many producers take on young apprentices who work without pay as scene-painters and stagehands just for the practical backstage experience. Some offer them special theater courses, and occasionally give them a chance to play walk-ons. The wear and tear on the big canvas tents is so great that they have to be replaced every three years. A permanent hard-top with canvas sides has recently been built for summer musicals in the east, and Fort Worth, Texas has just opened its season of song and dance shows inside a geodesic aluminum dome.

But still a large majority of the music tents are at the mercy of the weather. When a heavy rain storm made such a racket that it interrupted the show at Lambertville, actors and audience joined in a half-hour community sing. And at the Cape Cod Melody Tent, when the rain began to wet the feet of an old lady in the audience, one gallant actor jumped from the stage, picked her up and carried her to a dry seat.



BELCHING FLAMES, Impresario St. John Terrell does his old carnival fire-eating act in front of a Newark, N.J. store to hallyhoo his music tents.



This is typical of the most modern Mobile Home Parks

ONE REASON MOBILE HOMES
ARE AMERICA'S NEW WAY TO LIVE!

THIS new, fast-growing type of suburb really makes for good living. There's the beautiful landscaping. Recreational facilities like the swimming pool. In the back yards you'll see lilac trees . . . rose gardens . . . people grilling steaks with the neighbors.

Belonging to a community like this means the privacy—and pride—of owning your own home. Plus smart modern furnishings, the latest-style major appliances, draperies, and carpeting. All this is included in the price of your home, and you may pay only \$75 a month. You can have a waist-level range and

oven, garbage disposal, large-capacity refrigerator. There's a complete bathroom with tub and shower. Other features are automatic heat, air-conditioning, washer-dryer and television if you like.

Today's mobile homes are very roomy too. Many measure 10' by 40' or more. You can get extra living space with a porch or cabaña.

NOTE: You will find dealers in the classified advertising sections of your newspaper or the yellow pages of your phone book under "Mobile Homes", "Trailers-House" or "Trailers-Coach".

New investment opportunity!

Last year, 1 out of 10 housing starts was a mobile home. If you want to own and operate or to invest only, mobile home parks offer steady, increasing returns. Write to Park Division, Dept. L-88, Mobile Homes Manufacturers Assn., 20 N. Wacker Dr., Chicago 6, Illinois.

SEND FOR MHMA YEARBOOK!

Mobile Homes Manufacturers Assn., Dept. L-88
P. O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE, with information on 1958 models of 75 manufacturers, mobile home parks and living. Enclosed is 25¢ to cover mailing and handling costs.

Name

Address

City State



Mobile Homes Manufacturers Assn.

Trailer Coach Association OF THE WEST



Upset Stomach got you
OUT OF FOCUS?



Wherever you are—take
Minty Phillips' Tablets—

**FEEL FINE
AGAIN FAST!**



No glass, no water to bother with! Just chew a few Phillips' Tablets—like candy mints—and you'll get on-the-spot relief from upset stomach, heartburn, gas, or other symptoms of acid indigestion. Phillips' Tablets contain one of the *fastest, most effective* "stomach sweeteners" ever known! They taste good, too—so carry them with you wherever you go!



**PHILLIPS'
TABLETS**

ARCHAEOLOGY



GAULIC HARVESTER HAD TEETH THAT TORE OFF GRAIN HEADS AS MULE PUSHED WHEELED FRAME THROUGH CROP.

Oldest Mechanical Reaper

Bulldozers clearing an ancient fort near Buzenol, Belgium recently turned up evidence that European farmers were using mechanized harvesters as far back as the Second Century A.D. On stone blocks uncovered near the site of an ancient mausoleum were clearly sculptured scenes of life in the days when Belgium was one of Roman Gaul's richest granaries. Among them was the carving above, the first depiction ever found of this early form of mechanization.

The famous Roman naturalist Pliny the Elder had

written around 77 A.D. that "on the vast estates in the provinces of Gaul very large frames fitted with teeth at the edge and carried on two wheels are driven through the grain by a team of oxen pushing from behind; the heads thus torn off fall into the frame." The most unusual scene on the Buzenol blocks illustrated Pliny's point. The harvester shown there was pushed by a mule instead of oxen and was so technically advanced that its basic design was not substantially improved until the 18th Century.



SCENES IN STONE, carved 1,800 years ago, decorated a tomb until the blocks were used to build a fort in Fourth

Century. In top carving, hand of an accountant records a payment in ledger. Coins from purse spill onto his table.



DRAMATIC EDESEL STYLING leads the way —worth more now and in the years ahead

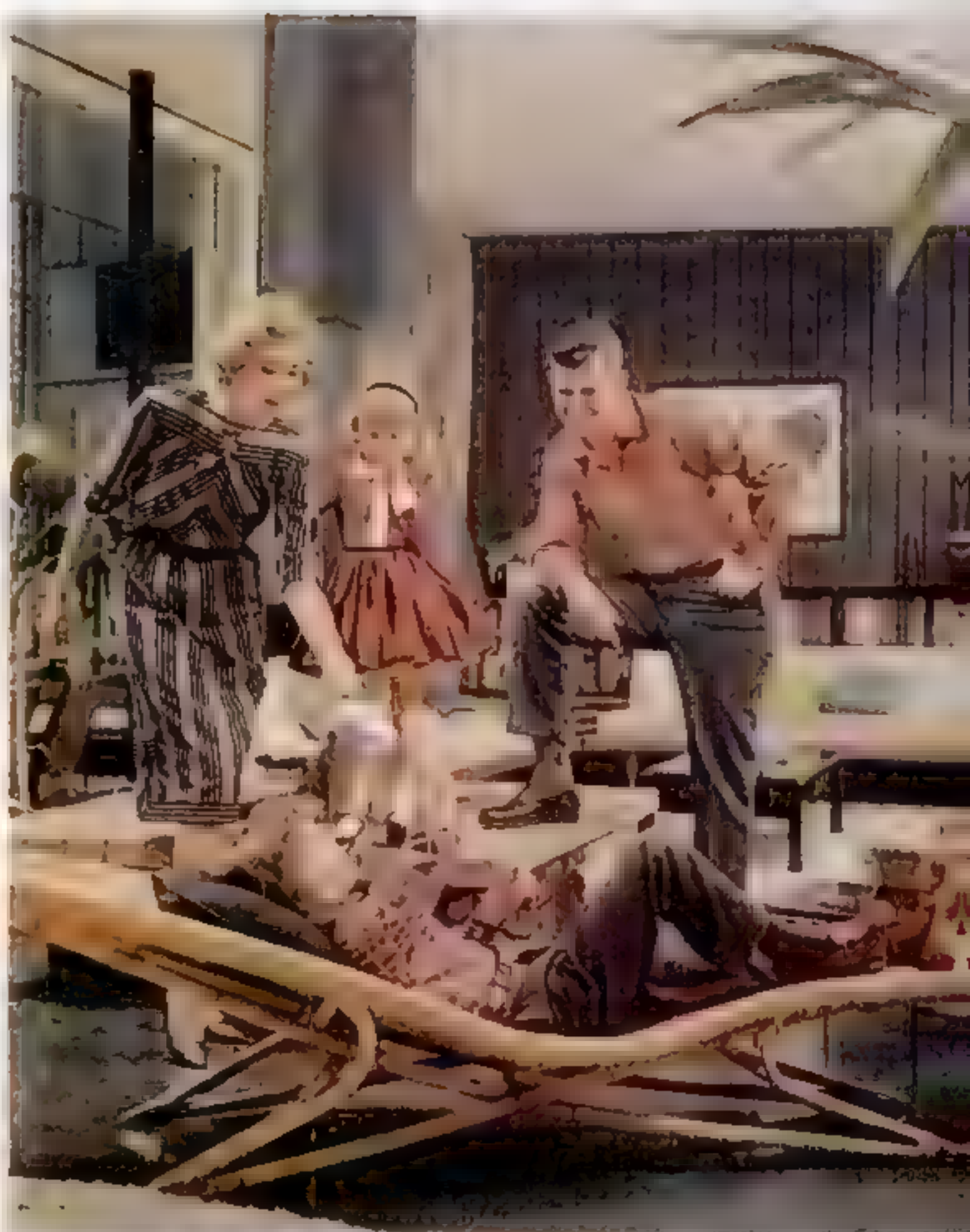
This is the fresh new beauty that broke away from the humdrum, look-alike crowd to offer real styling distinction. A distinction that's worth more when you buy it, worth more when you finally trade it in. That's why you've been seeing a steady increase in new Edsels on the road lately! This magnificent new car stands out for its advanced new features, too—exclusive Teletouch Drive that puts the shift buttons on the

steering-wheel hub—*right in front of you*, high-economy new V-8 engines (up to 345 hp); *self-adjusting* brakes; and contour seats that give you luxurious driving comfort. Why settle for less? Especially when there isn't even fifty dollars difference between Edsel and the Low-Priced Three*! See your Edsel Dealer this week.

EDESEL DIVISION • FORD MOTOR COMPANY

Less than fifty dollars difference between Edsel and V-8's in the Low-Priced Three

*Based on comparison of manufacturer's suggested retail delivery prices.



New designs for Living American Style

...give fashions a new casual air. It's easy to care for these practical Wash and Wear Cottons by Dan River; you just wash them, dry them (even tumble-dry them), and *don* them. They dry so smooth, most people don't iron them at all! Their secret?

Wrinkl-SHED with **Dri-Don*** by Dan River!

DAN RIVER

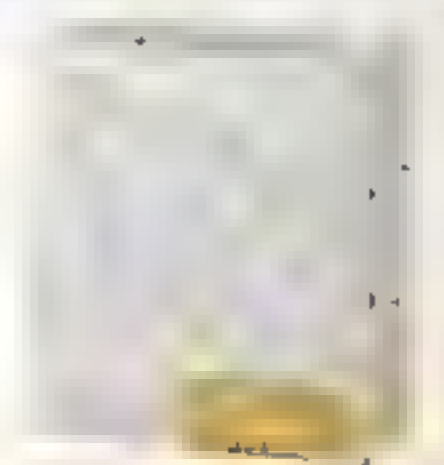
The fabric of American Life

*REGISTERED TRADEMARK FOR DAN RIVER WRINKLE RESISTANT WASH AND WEAR COTTONS.
ALL FABRICS DESIGNED IN THE U.S.A. BY DAN RIVER MILLS, INCORPORATED, DANVILLE, VA.





New Kotex napkins with the Kimlon center protect better, protect longer. Now Kotex adds the Kimlon center to increase absorbency, to keep stains from going through. With this inner fabric, the Kotex napkin stays even softer, holds its shape for perfect fit. Choose Kotex — the name you know best — in this smart new package



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Kimberly-Clark Corp.



BOUND TOGETHER BY CONVICTS' CHAINS, BLACK AND WHITE FUGITIVES CROSSING A FAST MOUNTAIN STREAM PUT THEIR RAGE ASIDE AND HELP ONE ANOTHER

A STORY OF HATE ENCHAINED

The web of complicated human and cultural chains that link black and white America becomes, in Stanley Kramer's superb new movie, *The Defiant Ones* (a United Artists release), a single chain 29 inches long, weighing three pounds and binding a black convict, Noah Cullen (Sidney Poitier), to a white one, Joker Jackson (Tony Curtis). Thus bound in reality and in symbol, they have started a fist fight in a prison van on a southern mountain road one rainy night. Suddenly a traffic accident enables them to escape. As the posse gathers, the prison warden predicts that since they cannot escape from one another, they will kill each other before they have gone 10 miles. And even at that moment, in a pine forest, they are fighting over whether to turn north or south.

But the chain means that the fate of one will be the fate of both. It forces them, whether they will or not, to depend on one another for help. They do not like it: as they run in terror from their pursuers they hurl snarling insults at each other's color, threaten to kill one another and, despite the moments of fatigue when they trade dreams of what freedom will be like, their hatred grows. Behind them in the posse another struggle goes on between an easy-going sheriff who wants to take his prisoners alive and a state trooper captain who wants to issue shoot-to-kill orders and release vicious man-killing dogs. In the end the fugitives strike free their fetters. And in that moment they discover that in an odd, reluctant love for one another they are bound tighter than ever.

*Back to School
in the
finest jeans made*



FARAH
OF TEXAS

GOLD STRIKES

Demand
VULGAR-FREE
Knees that wear
and wear - won't
turn white

**SLIMS
REGULARS
HUSKIES**
Jackets to match
Jeans start at
\$2.98

MADE IN U.S.A. GUARANTEED TO LAST
Guaranteed by
Good Housekeeping
100% SATISFACTION

Only FARAH's
are genuine
GOLD STRIKES®
The original Nylon-reinforced
denim—America's favorite jeans
And only FARAH makes
Genuine **FLAP-BACKS**
Reg. App. for
the New Look wash 'n wear school slacks
Sold at better stores everywhere

FARAH MFG. CO., INC., EL PASO, TEXAS

HATE IN CHAINS CONTINUED



CLIMBING UP CLAY PIT, into which the pair jumped to avoid capture, proves nearly impossible. When one slips, he drags the other back with him.



AWAITING LYNCHING, convicts, taken trying to steal file to cut fetters, cover up first hints of warmth between them. An ex-convict frees them.

SHREWD

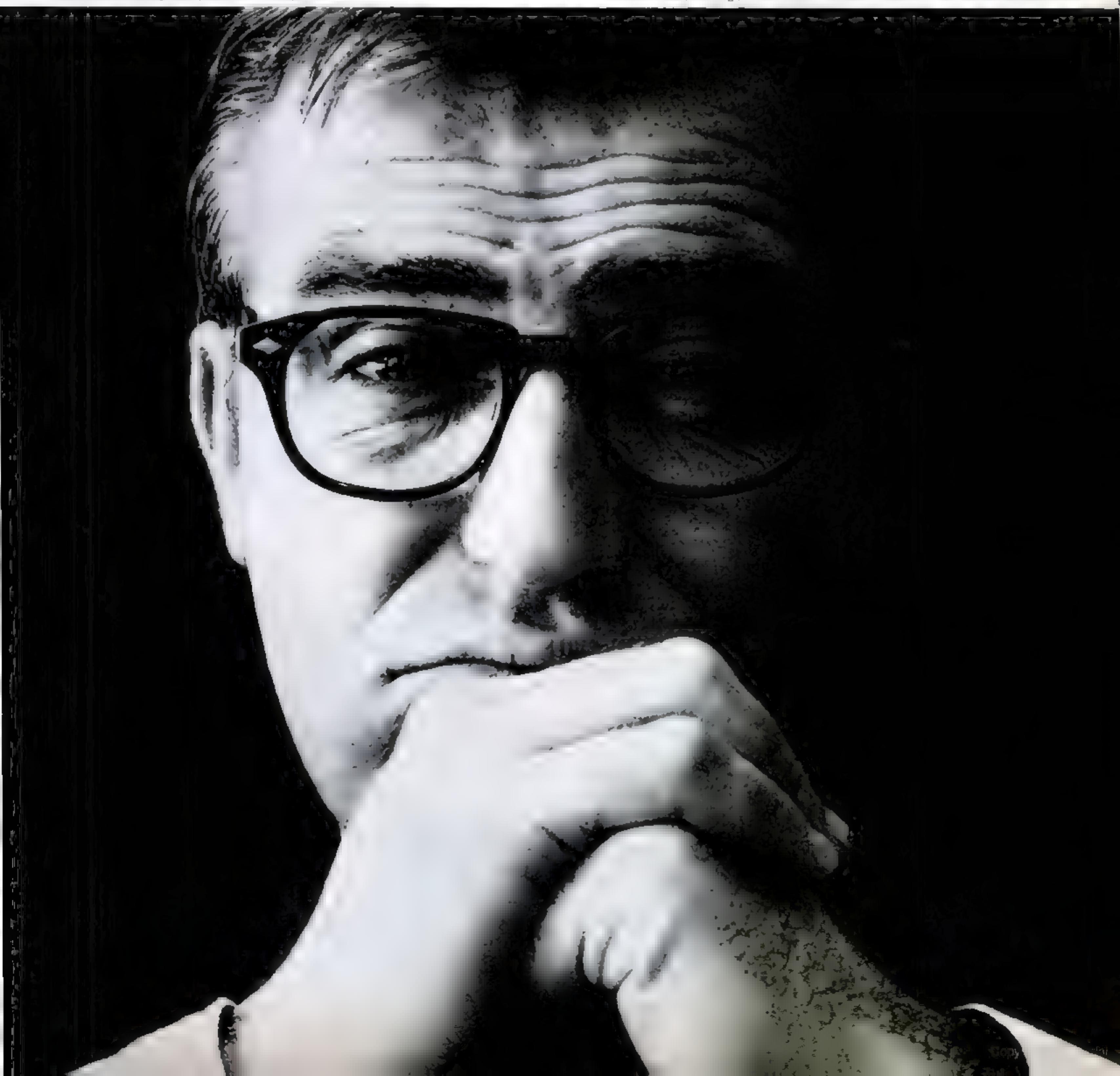
Real shrewd. Could have got my auto

insurance for \$22 less!* And that's just the *first-year* saving with State Farm even after paying your Lifetime Membership Fee. Renewal saving in this case would now be \$37 a year! Compared to the cost of insuring with most other companies, State Farm members save \$10—\$30—as much as \$108!** Can you qualify? Yes, eight out of ten average drivers can. Call your State Farm agent, listed in the Yellow Pages. That's **STATE FARM MUTUAL** Automobile Insurance Company, "the careful driver company." Home Office: Bloomington, Ill. no 8



*Based on Case #1910, details on request.

**In Texas, savings on uniform rates have been returned as dividends.





**"My summer romance
is a man who
wears
the Governor!"**

The Governor® by Esquire Socks® is the luxury all-nylon, one-size rib sock. It wears longer, stays neater, and has the feel of rich cashmere. \$1 per pair.

ESQUIRE SOCKS®
"THE SMARTEST THING ON TWO FEET"

R DIVISION OF CHESTER H. ROTH CO., INC., MANUFACTURERS, NEW YORK

Sanitized



HATE IN CHAINS CONTINUED



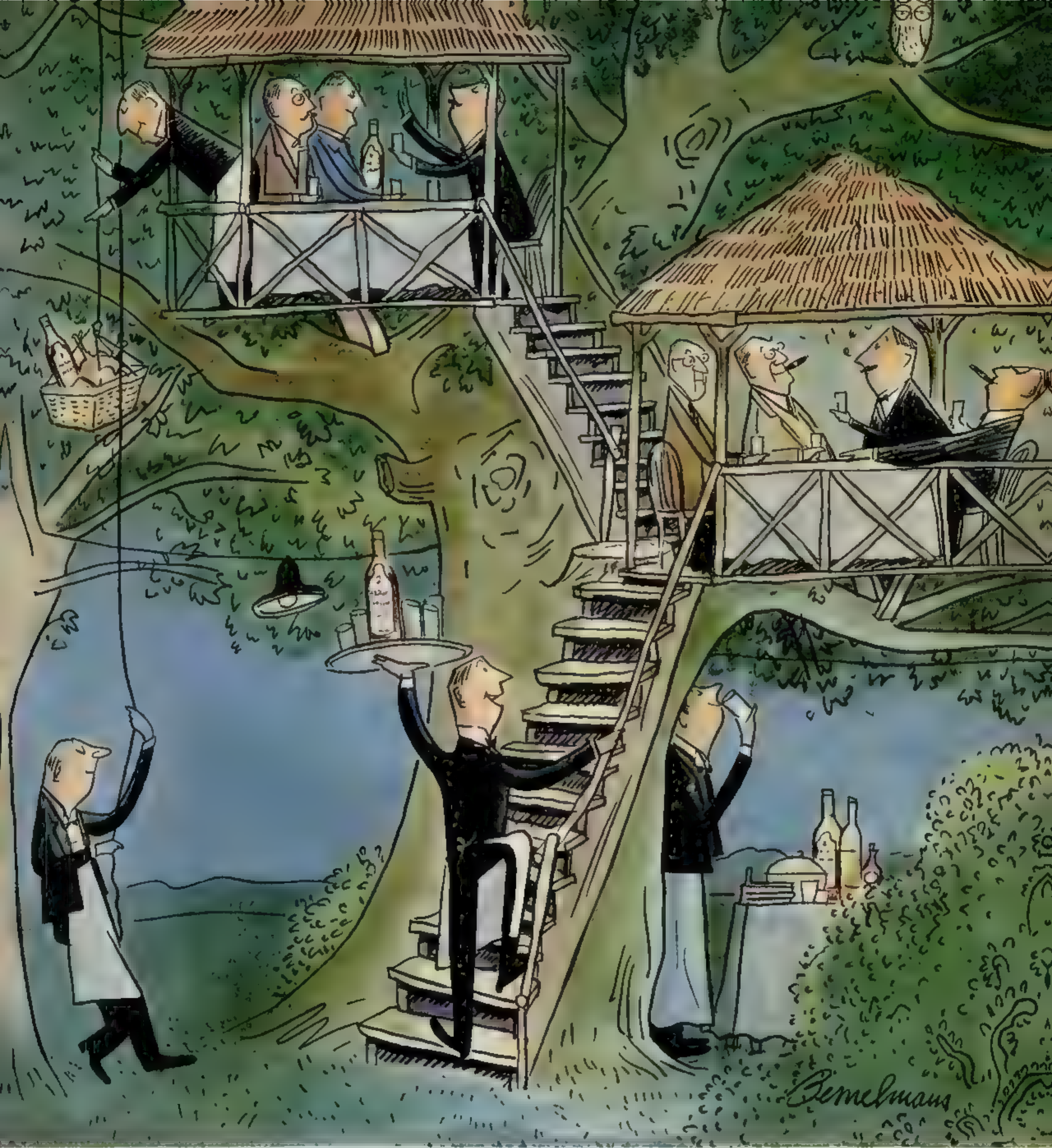
FURY IS RENEWED as fugitives, still chained together, batter each other over racial insults. Fight ends when a farm boy takes them to his mother.



IN BRIEF LOVE EPISODE Jackson meets farm woman who tries to send Cullen to his death in quicksand. Jackson finds he cannot abandon the Negro.



FINAL BID FOR FREEDOM comes when Jackson, having chased and warned Cullen of danger, tries to board moving train with his onetime enemy.



Agreed! No bourbon anywhere is more deluxe
than Walker's DeLuxe

Straight bourbon, of course—7 years smooth—elegant in taste



STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • MIRAM WALKER & SONS INC., PEORIA, ILL.

Newest Member of the Post Cereal Family

POST ALPHA-BITS

A nourishing,
new oat cereal your
whole family will love

Here's a healthful, crisp
oat cereal that literally spells
delicious goodness. Gives you
high-quality cereal protein with
just the right amount of sugar.
Helps provide the quick energy and
body-building nourishment everyone
needs. No wonder Post Alpha-Bits is the
cereal mothers love to serve and
children love to eat.

Nourishing Goodness

from **A** to **Z**



—THE CEREALS THAT HAPPEN TO BE "JUST A LITTLE BIT BETTER"

NEW OAT CEREAL



ALPHA-BITS

SUGAR SPARKLED

ABC'S



Color soft as muted sunlight . . . in this luxurious Florentine satin negligee designed by Simonetta for Scott . . . in the double-softness of the matching Soft-Weve, Scott's superb 2-ply "facial quality" bathroom tissue. Now wrapped in cellophane to show you the lovely Soft-Weve colors.



*The most noticed little luxury
in your home . . .*

Soft-Weve[®] by Scott
2-PLY "FACIAL QUALITY" BATH TISSUE





ON ROUGH PINE PORCH OF HARRIS FAMILY HOME IN CUT AND SHOOT, ROY PLAYS HIS GUITAR. WALL IS DECORATED WITH POSTERS FROM ROY'S EARLIER FIGHTS

CUT AND SHOOT—GOOD PLACE TO COME FROM

Heavyweight challenger Roy Harris' home town proves promoter's paradise of hound dogs, hillbillies

Not since the days when prizefighters with vivid nicknames dashed around on motorcycles and wore Indian blankets into the ring have boxing matchmakers struck such a rich promotional lode as in Roy Harris of Cut and Shoot, Texas. Personally, Roy is a handsome, quiet-mannered 25-year-old, a graduate of Sam Houston State College. Professionally, he is a well-proportioned but awkward-moving prizefighter who will challenge Floyd Patterson for the heavyweight championship in Los Angeles on Aug. 18. His qualifications for the demanding job are little known. He has fought—and won—all 22 of his professional fights, all in southeast Texas. He has never been seen in a TV bout. But his lack of a boxing reputation is completely swallowed up by the comic-strip color of his background.

Visitors to the Harris family clearing in the thick woods near Cut and Shoot have been pleasantly awed by the rambling log cabin full of dogs, chickens and relatives. They have joined friendly neighbors to watch Roy work out in the barn-like gym nearby. And they have listened in popeyed wonder to the backwoods stories and exploits of the Harris clan. A 50,000-word biography of Roy and his roistering relatives has been written by local school principal J. T. Montgomery. A record extolling him in Cut and Shoot, and sung by Roy, is on the market. TelePrompTer, which is selling the closed-circuit telecast of the fight to theaters across the country, is enjoying a promotional bonanza. And Cut and Shoot, with its earthy, easy-living inhabitants, is receiving a heavy dose of civilization's lance.



PROMOTION BOOM PROVIDED BY ROY AND HIS CUT AND SHOOT RELATIVES IS SHOWN IN NEWSPAPER STORIES. MANY SPORTS WRITERS WERE FLOWN TO SCENE



YOUNGEST SISTER, 9-year-old Patsy Harris, dresses in a way she picked from the movies.



ROY'S FATHER, Big Henry, swings on the porch as his wife feels their 3-month-old son Jim. Big

Henry, who says he still can whip Roy, sells timber on his 320 acres and works at nearby oil wells.



IN COWBOY SUIT, which he got for trip to fight Roy's father, he looks like a real cowboy.



AS FAMILY BARBER, Roy trims the hair of his 10-year-old sister Patsy.

RUGGED BACKGROUND OF A FIGHTING FAMILY

Cut and Shoot, which Roy Harris has seldom left except to fight and go to school, could serve as a real-life scene for *Li'l Abner's Dogpatch*. It is actually no town at all, but a slice of the dense pine and swampland known as the Big Thicket that stretches deep into Montgomery County north of Houston. Cut and Shoot's origin is as indefinite as its boundary. As good a theory as any is that the name came from a heated feud between clansmen who decided to "cut and shoot it out." Most Cut and Shooters, including the Harris family, live off the heavily wooded land, rounding up wild-running hogs, shooting game when they need it and taking jobs in the nearby oil rigs when they feel like it.

The eight Harrisese, their 13 bound dogs and "herd of hogs" live "close to the earth and a creek" in a nine-room pine cabin without paint, screens or modern plumbing. Roy himself lives about 50 yards away in a modern cottage he built with his earnings from boxing.

It is the cast of characters, who at one time or another all cluster on the sagging Harris porch, that gives Cut and Shoot its pungent flavor. Roy's sisters are barefooted and attractive in brief shorts. Dominating the scene like a mountain monarch is their 237-pound father, Big Henry, given to backwoods philosophy and bareknuckle fighting. Big Henry's father, Cousin Harris, an original Cut and Shoot settler, named him for William Henry Harrison. For many years Big Henry was the unchallenged fist-fighting champ of the Big Thicket. With his brothers Bob and Jack he mopped up the oil boomers whenever they interfered with the easy living and the favorite local pastimes of hunting hogs, distilling whisky and dynamiting streams for rockfish. The cuttin' and the shootin' between Big Henry's men and the oil workers grew so violent that Texas Rangers had to intercede. "The oil boom brought every no-good in the country here," explains Big Henry. "They stole my hogs. I didn't want to send nobody to the pen so I beat hell out of them."

One of the permanent fixtures on Big Henry's heavily populated front porch is Uncle Cleve (Screwdriver) Murray. He is named for Grover Cleveland. But other clansmen carry

less distinguished names. Cousin Armadillo Moorhead, presently out on bond for an unauthorized drive in his employer's truck, is the champ armadillo killer (more than 5,000, he claims) and an expert at marking pigs' ears with his knife. On Armadillo's first trip to Fort Worth to see Roy fight in the Golden Gloves, he was hauled out of bed by Uncle Bob, "The Drinkin' Uncle," and hung by his heels outside a 6th-floor hotel window. "I waked up and the world done turned wrongside to," he says.

The Harris relatives in the Big Thicket also include Cousin Hominy and Cousin Coon, both old members of Big Henry's hog-hunting team. Another cousin, Wildman Woodman, a former state heavyweight Golden Gloves champ, served as an early fighting model for Roy. He helped cure Roy of exaggerated defensive habits learned while fighting older and bigger boys.

Roy, the gentlest Harris of them all, was named after a renegade Cut and Shoot muleskinner, Roy Tipton, who left the Big Thicket and reportedly came to a violent end running errands for Machine Gun Kelly. Roy toughened up by wrestling alligators. He learned the technique from his older brother Tobe, who still holds the Big Thicket 'gator record. Once Tobe roped a 14-footer and clung to it all one night until Big Henry rescued him. Roy himself has bagged an 11-footer. Now Big Henry has killed off most of the 'gators. They ate too many of his dogs.

Roy learned to fight the hard way—taking lickings from his father, Wildman Woodman and Tobe in a ring made of sweetgum posts and strung with barbed wire. He fought his first amateur bouts barefooted, with Big Henry in coonskin cap acting as his second. Once officials refused to start a bout until Roy got his hair cut.

Today Roy is as well-groomed as a TV cowboy. He holds a secondary school teacher's job, drives his own Cadillac and has been guaranteed \$100,000 for fighting Patterson. But he insists that, win or lose, he will return immediately to Cut and Shoot to live an unbothered life. "People can come looking for me," he says, "but I can make it pretty inconvenient for them to find me in the Thicket."

CONTINUED



Modern Asphalt pavement makes new Kansas Turnpike (Interstate 35) a real pleasure ride.



Westward ho...in comfort and safety on Asphalt-paved Interstate Highways

Do you like the wide open spaces?

Drive over the rolling plains of Kansas. And let the new Asphalt-paved Kansas Turnpike—smooth-riding Interstate 35—unroll the beauty of the Sunflower State safely and comfortably for you.

Or, farther West, see California come “up like thunder” from famous Donner Pass Highway (Interstate 92). For your driving pleasure, it’s paved the modern Asphalt way from Heather Glen to Applegate. No sawed-in noise-makers; no thump, thump, thump!

North, South, East, West—today, wherever you go, you

find modern Asphalt Interstate Highways make the going easier—safer—for you.

Not only that. Rugged, heavy-duty Asphalt pavement is saving you tax dollars on Interstate construction. It saves you from \$11,768 to \$92,628 per mile!* Savings such as these can be put into *more* and *better* local roads.



It also saves on future maintenance costs. Write for free copy of “The Better Way to Better Roads.” You’ll see why. *Examples on request.

THE ASPHALT INSTITUTE, Asphalt Institute Building, College Park, Maryland



Ribbons of velvet smoothness...
ASPHALT-paved Interstate Highways

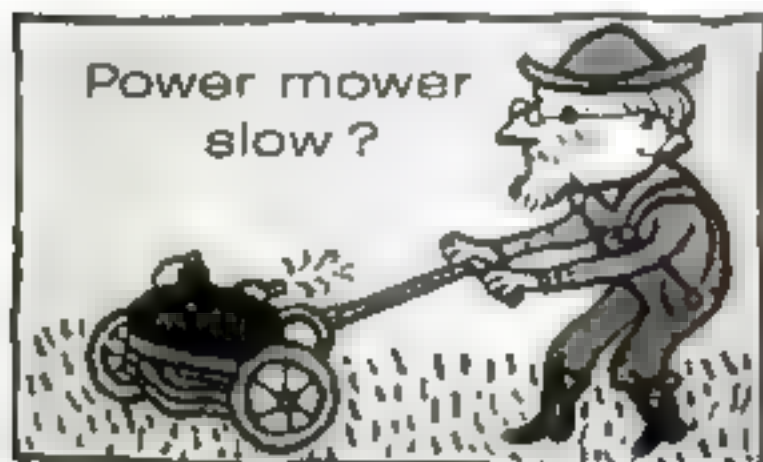
FIX-IT TIPS with "3-in-One" oil

Screen door squeak?



Silence it with "3-in-One" oil on hinges and catches. It penetrates, prevents rust. And its lubrication lasts for months.

Power mower slow?



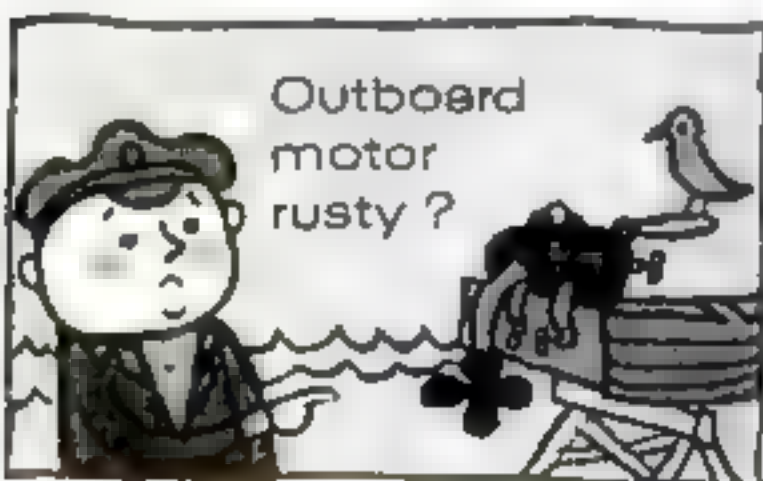
Oil the wheels and bearings with the new "3-in-One" Electric Motor Oil. Perfect for all heavy-duty uses.

Fan noisy?



Quiet it quick with just a few drops of "3-in-One" oil. Highly refined so it doesn't gum up as other oils sometimes do.

Outboard motor rusty?

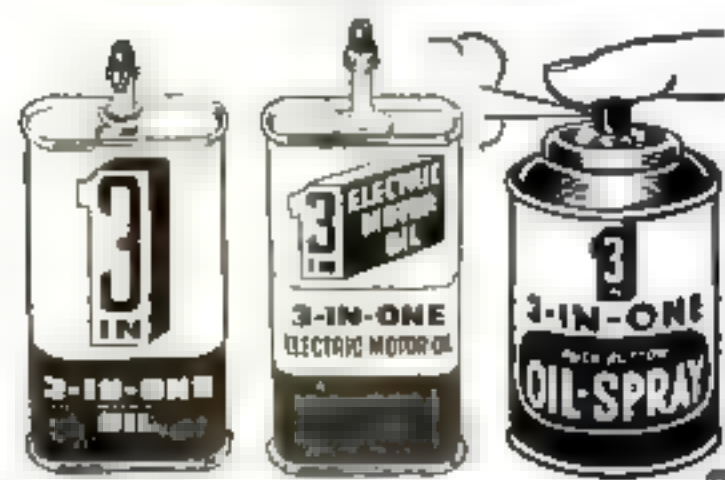


Spray exposed metal surfaces with new "3-in-One" Oil-Spray. Perfect for covering large areas. Protects against rust.

"3-IN-ONE"

is the one oil that:

POLISHES
PENETRATES
LUBRICATES
PREVENTS RUST



You need all three. "Regular" for most household items, "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.

Cut and Shoot CONTINUED



DOING ROADWORK, Roy races through woods trailed by dog. Sparring mate once got lost in the Big Thicket.



GOING TO OWN HOME after work, Roy follows favorite dog, Buddy, to four-room, pine-paneled cottage he owns.



AT MEALTIME in the Harris household an ever-present hound hangs in the doorway behind Uncle Cleve's chair.

Big Henry invites visitors to join them at the table, saying, "If there ain't enough food they can cook some more."

BET YOU MY SUN-DAY HAT, YOU'LL SAY IT'S A

real thirst-quencher!



Copyright 1968 by The Seven-Up Company

Nothing does it like Seven-Up

Fun and sunshine! Here's a combination that's sure to make you thirsty. But who cares when there's 7-Up for quenching? With the first sparkling sip, 7-Up starts to quench. And when you finish the bottle, your throat feels perfectly fresh again. (No come-back thirst!) Spread your beach towel where there's 7-Up nearby. Or bring a cooler-full and be the Big Attraction! "FRESH UP" WITH SEVEN-UP

PART. I

THE MAGIC

Photographed for LIFE by ERNST HAAS

With camera fixed on head and body and moving with them, gull weaves shadowy patterns of beating wings.

In a boat himself, Haas swayed with sea at race and let dancing water leave steel wool tracery on film.



OF COLOR IN MOTION

FAMOUS PHOTOGRAPHER EXPLORES NEW DIMENSION OF HIS ART

As a craftsman who believes that photography owes an obligation to art, Ernst Haas has long been troubled by the thought that the eye sees with something less—and something more—than the camera's mechanical perfection. To him, life and nature move and are seen not as fixed images but blending, blurring and flowing. Intensifying color or rendering it transparent, distilling the essence of his belief that "reality is not fixed in time." Seeking to transcend the modern camera's perfection in capturing arrested

motion, Haas, whose several notable innovations in color photography have been presented by LIFE, set out to explore what he calls a fourth dimension of time in color.

These striking photographs are the result. Here, in a technique devised by Haas and demanding rigorous discipline of memory, eye and hand, are human and inanimate subjects caught and illuminated in the rhythm of movement over the element of water. In next week's issue Haas applies his approach to movement on land.





In violence of churning arms,
scissoring legs, two runners
on beach lose all but
shadow of substance and shape.

At Cypress Gardens Haas saw
harmony of a young couple's
love in swift spray-lashed
grace behind a speedboat.

Poodle with sedate tail walks
along beach after wagging
dachshund which seems firm
of body but wispy in moving legs.

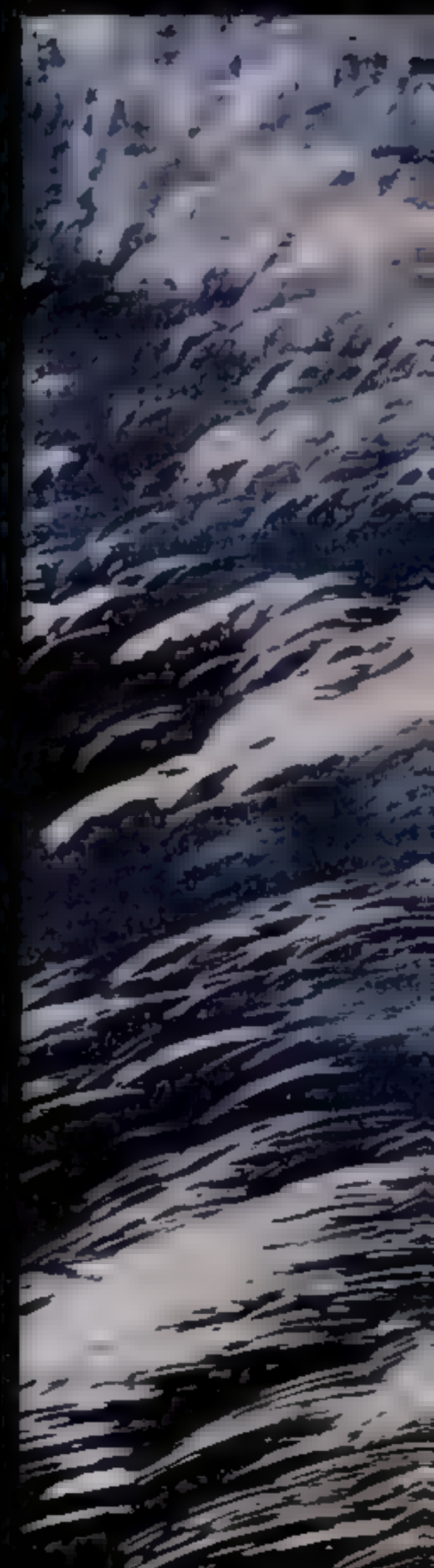


The camera "pans" with a water skier as, practicing slalom at 35 mph, "he became one with the water."



A girl skier, cutting over a wave as water streaks past moving camera, seems to Haas to be riding a flying carpet.

A shot at 1/10 second, one of Haas's shorter exposures, catches burst of spray and upthrust leg as a skier spilled.





Budweiser


When there's life, there's Bud.



THERE'S MORE to the name
on the Budweiser label
than you've ever read it?

P. INC. • ST. LOUIS

ANGLES • 1998



Steady on single ski at dusk.
skier betrays movement
only with head and hands
jarred by speed. As the camera
follows him in half-second
exposure, spray leaves
light trails on the water beside
taut and flashing image.

Descending from flight,
coming head on toward camera,
kite man makes his landing
in an explosion of light.

By following, then stopping,
then following again, camera
creates an illusion, making one
swift kiter seem two.

Cats Can Be CATching

Some people like puns and others like cats. Those in either CATegory will be pleased by a plump little book, *The French Cat*, which Simon & Schuster is publishing at \$1 next month. It has 76 one-page cartoons of cats with each of the cats being captioned in a one-line pun. The drawings are all by the noted French cartoonist Sine, and some of his French puns will also appear in the U.S. edition.

Ten of the cats, all of whose puns are in English, appear below, so that readers can test their aptitude for punning. The 10 answers are printed upside down at the bottom of the page. As a guide to guessers, some of the cats *not* illustrated in this group are "Catherine the Great" (in queen's robe and crown), "fat CAT" (smoking a cigar, with a dollar sign on his vest) and "CATbird" (with wings).



ANSWERS

- 1 CATalog
- 2 sCAT
- 3 Bruce CATton
- 4 deliCATessen
- 5 CATegory
- 6 CATnip
- 7 provocATIVE
- 8 CATapult
- 9 CATerpillar
- 10 ALCATraz



"How I use
Murine
to rest
my eyes
while
working"

JO STAFFORD
famous Columbia recording star,
whose latest album is
"Swingin' Down Broadway"

"When I take a break during recording sessions I give my eyes a rest, too. Murine washes away that tired feeling quickly." Use Murine to comfort your eyes during busy days. Makes them feel clean and rested. Soothes away the discomforts of smoke, dust and glare. Good idea every morning and evening, too.

MURINE
FOR YOUR
EYES*

New!
Unbreakable
dropper



THE MURINE CO. CHICAGO, ILL.
*TRADEMARKS REG. U.S. PAT. OFF.

Allstate takes high cost out of au

Customer savings of more

Founded by Sears, Allstate pioneered
a new approach to insurance that has
won more than four million friends



"ALLSTATE—MAY WE HELP YOU?"

When you hear this friendly question, as you will whenever you phone us, you start to understand why Allstate has enjoyed the most phenomenal growth in the business over the past 25 years.

This spirit of friendly helpfulness, even more than the substantial savings offered on automobile insurance, has won Allstate more than four million friends. As for savings, they often come to more than 20%, and some folks save as much as 38% over rates of most other companies.

Allstate's success, as well as customers' savings, came about because we dared to discard



Allstate cuts red tape
to pay claims faster
(You get a check right "on
the spot" in many cases)

exactly what you're buying . . . streamline office operation and cut down on paper work . . . make it easy for you to buy insurance in a relaxed manner, at the Allstate booth in Sears, at a convenient Allstate Insurance Center, or in your own home if you prefer.

What does this mean to you in dollars and cents?

By eliminating horse-and-buggy selling methods and thereby reducing selling costs, Allstate is able to offer lower rates.

the horse-and-buggy selling methods dear to the insurance business and replace them with the big-volume, low-overhead, quality-for-less concept of merchandising pioneered by Sears. Boiled down, the whole thing is this simple:

Cut red tape in paying claims . . . print policies in large type that's easy to read and in plain language that helps you understand

Allstate policyholders save different amounts, depending on the state where they live and how their cars are used. You may save \$25 or more. Some policyholders save as much as 38% over rates charged by most other companies. (In Texas, where policies are issued at standard rates, Allstate has always paid a dividend to eligible policyholders.)

Cutting the red tape out of claim service

If you ever have an accident—you'll be glad the name on your policy is Allstate.

No matter where you drive in the United States or Canada, the help of an experienced Allstate representative is as close as the nearest phone. There's no red tape to delay getting

you the help you need. Allstate has more than 4,000 full-time claims expeditors always on the alert to help you, wherever you are. *This is the largest full-time salaried claims staff in the auto insurance business.* And Allstate's claims experts have the authority to pay claims right "on the spot" in many cases.



Allstate economies are passed on to you
(Selling costs are lower . . . so are rates)



You don't need glasses to read an Allstate policy
(Large type makes it easy to read . . . helps you know exactly what you're buying)

the red tape and tomobile insurance

than 20% are commonplace

A policy that's easy to understand

Allstate makes its policies as clear as they can be. Readable-size type and plain language. Illustrations that help spell everything out. You know what you're buying in an Allstate policy.

The relaxed, low-pressure way to buy

You can buy Allstate insurance at the Allstate booth in Sears, or at one of the new Allstate Insurance Centers. If you prefer, an Agent will call at your home. In each case you get the help of a professional, licensed Agent whose only insurance interest is serving your needs. If you wish, he can arrange to spread your payments over several months so you can pay as you drive. And, if you've got your eye on a car (new or used), an Allstate



Allstate makes it easy for you to buy
(Over the Allstate counter at Sears, at an Allstate Insurance Center, or in your own home)

Agent can arrange low cost auto financing through a cooperating bank. He helps handle all the details with Allstate's money-saving Econo-Rate Auto Finance Plan.

Wouldn't it be wise for you to investigate and compare values before you renew your policy? Remember, until you have the Allstate facts, you don't have *all* the facts about auto insurance!

This modern kind of
automobile insurance brings
these surprising benefits:

1. Allstate eliminates horse-and-buggy selling methods.

(You may save as much as 38%)

2. Allstate cuts red tape to pay claims faster.

(Claims paid "on the spot" in many cases)

3. An Allstate policy is easy to read.

(Helps you know exactly what you're buying)

4. Allstate makes it easy for you to buy the convenient, low-pressure way.

(At the Allstate booth in Sears, at an Allstate Insurance Center, or in your own home if you prefer)



You're in good hands with

ALLSTATE
INSURANCE COMPANIES

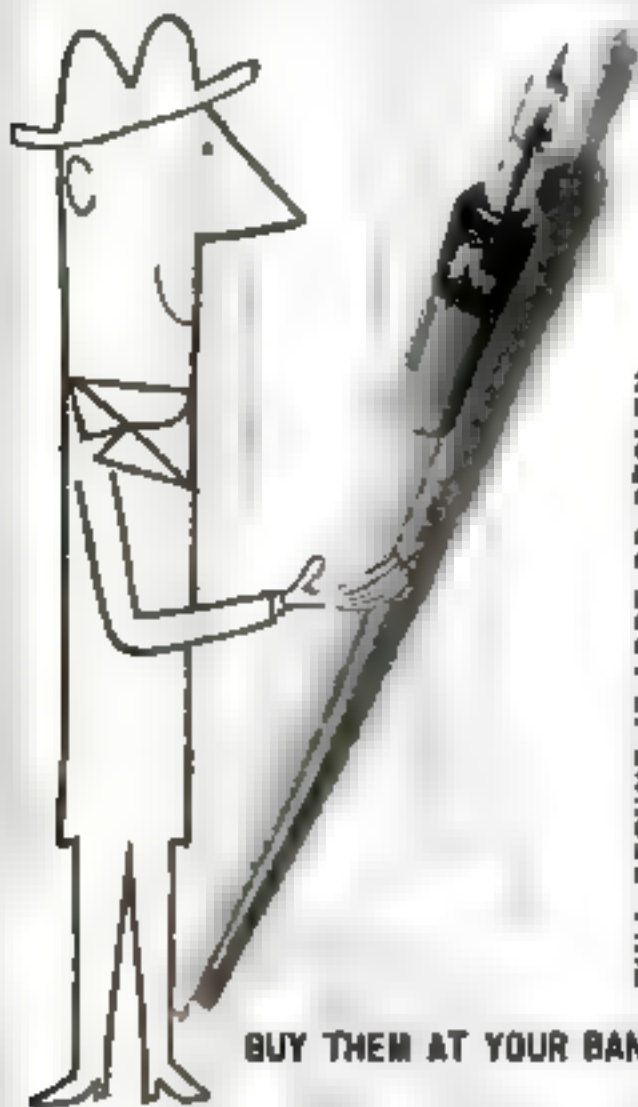
AUTO • FIRE • HOMEOWNERS • THEFT • FAMILY LIABILITY

Founded by Sears
Roebuck and Company
with independent
assets and liabilities
Home Office: Skokie, Ill.

FIRST NATIONAL CITY BANK TRAVELERS CHECKS

THE WRITE WAY
TO CARRY MONEY

YOUR SIGNATURE IS YOUR SAFEGUARD



FULL REFUND IF LOST OR STOLEN

BUY THEM AT YOUR BANK

GOOD AS CASH ANYWHERE, ANYTIME

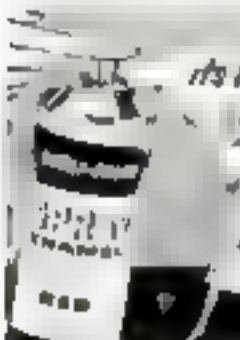
BACKED BY THE FIRST NATIONAL CITY BANK OF NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



"Be Glamorous All Day Long"
PASTEL PINK or PASTEL BLUE

Vanity Fair
CIGARETTES

Popular Filter Price



it's EASY! **DUPLI-COLOR**
SPRAY
DECORATOR COLORS

At Leading Paint, Hardware
and Department Stores

Smart for School

Busiest Members of the
BEAR BRAND Family!

TEENS
Bobby Socks

Triple-fold cuff
won't ever slip
under even when
teens roll and rock!
Nylon plus cotton for
wear, easy care—Of
course, it's the gang's
favorite sock!



BEAR
BRAND

Hosiery co.
CHICAGO 3, ILLINOIS

Guaranteed Quality Hosiery Since 1893



MYOSHI UMEKI TWISTS A WHITE NAPKIN INTO A ROSE BLOOM AS A GESTURE OF THANKS TO NIGHTCLUB AUDIENCE



A NEW ROLE FOR MYOSHI

"I could fall in love with nearly every one of them," Myoshi Umeki answered when first asked what she thought of American men. That was shortly after the lovely young Japanese singer, actress and night club star (*choro*) headed an Oscar for her movie role in *Savoy* and won a Emmy for being both a witty and a charmer on TV. Last week Miss Umeki singled out one man from all those Americans she likes so much and married TV Director Will Opie in Van Nuys, Calif. For the 24 year old Myoshi, a man means a "beautiful life" there would be no time for time-making. Next week she is on the Steve Allen show, and in the fall she will make her Broadway debut in Rodgers and Hammerstein's *Flower Drum Song*.

SHY BRIDE shares a new world's laugh with her new husband as she tries to down-swing cake at the reception

S U P R E M A C Y



In no other field of commerce has a single product stood so pre-eminently alone—for so long a time—as has the Cadillac car. For more than half a century, its name has been a living symbol of automotive goodness. And the Cadillac of 1958 has underscored this supremacy with revealing emphasis. To inspect it is to behold a motor car of incredible beauty. To drive it is to command the very

finest in automotive performance. And to own it is to possess the most rewarding of personal possessions. This is a wonderful time to do all three—and your dealer is waiting with details on each of Cadillac's Fleetwood-crafted models, including the Eldorado Brougham

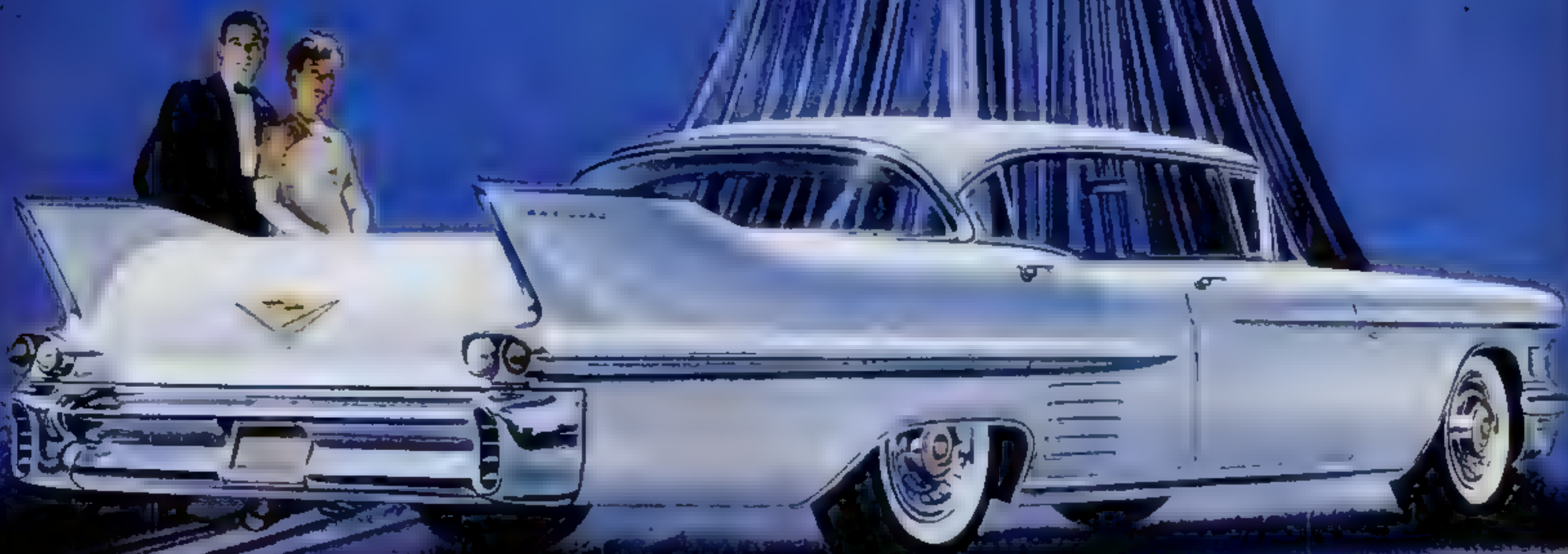
Every Window of Every Cadillac is Safety Plate Glass • Gown by Henri Bendel



FORWARD FROM 1917

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac



The most exciting

We'll pay your mortgage—your car loan—

SWEETHEART

PAY ALL

Imagine the relief, the peace of mind, the wonderful feeling

of not owing a single cent to anyone! Think of being able to use your paycheck for the things you want instead of having to split it up a dozen ways to pay overdue bills! Imagine being able to put money in the bank, insure the children's education, buy new furniture,

improve your home, take that long-postponed vacation! A chance like this may never come again! Enter the SweetHeart Soap contest today and as often as you wish! Get entry blanks at your grocery store or supermarket next time you shop!

First Prize:

**Every cent you owe will
be paid in full up to**

\$25,000.00*

on all your personal debts of record that are unpaid as of September 30, 1958. SweetHeart Soap will present you with a certified check up to \$25,000.00 which you can apply against your mortgage, lease, car payments, home improvements, installment payments, furniture, appliances, medical bills, and taxes! And this includes *all* your family expenses for the months of August and September, 1958, even though you've already paid them!

Second Prize:

Your debts plus 2 month's family expenses paid—up to \$5,000.00!

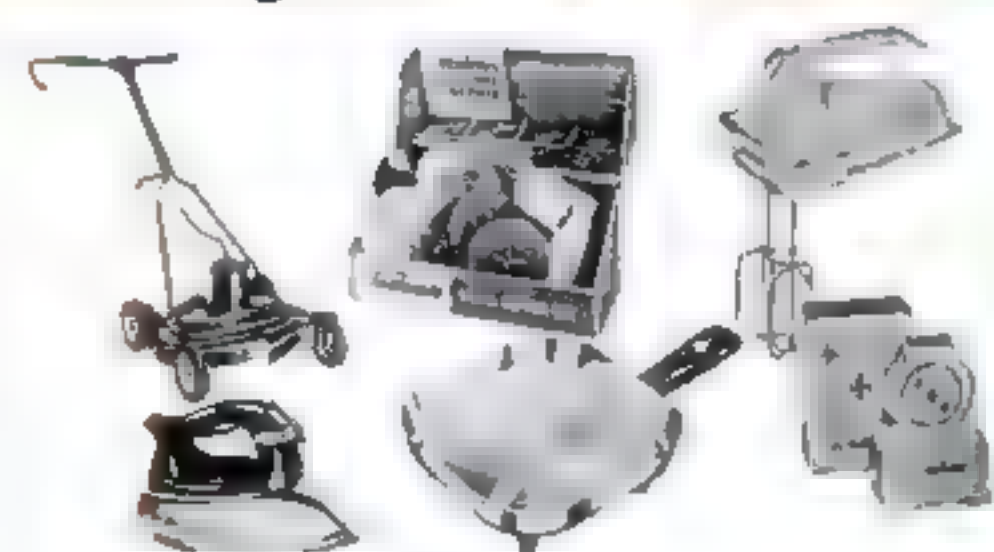
Third Prize:

Your debts plus 2 month's family expenses paid—up to \$3,500.00!

Fourth Prize:

Your debts plus 2 month's family expenses paid—up to \$2,000.00!

plus 138 *Sunbeam* "Mark of Quality" prizes!



3 FIFTH PRIZES: SUNBEAM 18" Twin Blade Rotary Electric Lawnmower
10 SIXTH PRIZES: SUNBEAM 18 Piece Home Repair Kit with Drillmaster Drill
20 SEVENTH PRIZES: SUNBEAM All New Streamlined Mixmaster Hand Mixer
25 EIGHTH PRIZES: SUNBEAM Steam or Dry Iron with All-Over Cushion of Rolling Steam
30 NINTH PRIZES: SUNBEAM Original, Genuine Even Heat Automatic Frypan
50 TENTH PRIZES: All New LADY SUNBEAM Shavemaster with Micro-Twin Head

contest of all time!

your installment payments in full!

SOAP WILL YOUR DEBTS*

• OFFICIAL RULES •



1. Complete the statement "I want SweetHeart Soap to pay my debts because . . ." in 25 additional words or less, on an official entry blank or a plain piece of paper.

2. Mail your completed entry plus 3 SweetHeart Soap wrappers, using adequate postage, to: SweetHeart Soap Contest, P. O. Box 7199, Chicago 77, Illinois. Send in as many entries as you wish, but each entry must be accompanied by 3 SweetHeart Soap wrappers. Each entry must be written on a separate piece of paper or entry blank.

3. Entries must be postmarked by September 30, 1958 and must be received by October 8, 1958.

4. Prizes will be awarded by the Reuben H. Donnelley Corporation, on the basis of originality, sincerity and aptness of thought. Only one prize to a family. Judges' decisions are final. Duplicate prizes in case of ties. All entries and the ideas therein become the property of the Purax Corporation, Ltd. without further compensation, and none will be returned. No correspondence will be entered into about any entry.

5. Contest is open to any resident of the Territorial United States and its possessions, except employees of the Purax Corporation, its subsidiaries and advertising agencies and their immediate families. Contest is subject to Federal, State and local regulations, and is void wherever prohibited or regulated.

6. First, second, third and fourth prize winners will each receive a certified check, covering debts and expenses as outlined below, up to a maximum of \$25,000.00, \$5,000.00, \$3,500.00 and \$2,000.00 respectively. These checks will cover any combination of the following types of obligations, the totals not to exceed the above amounts: (1) all personal debts incurred and not paid prior to September 30, 1958 by the winners and their families (their spouses and blood relations who reside with them); (2) all family expenses for the months of August and September, 1958; (3) the income taxes on the amounts won.

7. First, second, third and fourth prize winners must furnish satisfactory proof of their indebtedness, including applicable documents dated not later than September 30, 1958, in order to be honored. Winners must also furnish an itemized list of all their family expenses for August and September, 1958.

8. Each certified check presented by the makers of SweetHeart Soap to the first, second, third and fourth prize winners shall constitute full payment of each prize. SweetHeart Soap will not be responsible for any debts or expenses submitted after the issuance of such checks.

9. An Independent firm of Certified Public Accountants will be the sole authority as to the amount and validity of all debts and expenses. Winners' debts only will be requested, and will be kept confidential.

10. Winners cannot substitute merchandise prizes, nor will there be a cash payment in lieu of merchandise prize acceptance.

11. Winners will be notified about six weeks after close of contest. Winners' list will be sent upon request accompanied by stamped, self-addressed envelope.

EASY TO ENTER! Just complete this sentence in
25 additional words or less:

"I want SweetHeart Soap to pay my debts because _____"

NAME _____
(Please print clearly)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

I bought my SweetHeart Soap at:

STORE NAME _____

STORE STREET ADDRESS _____

CITY & STATE _____

Send your entry with 3 SweetHeart Soap wrappers to: SweetHeart Soap Contest,
P. O. Box 7199, Chicago 77, Illinois

ENTER AS OFTEN AS YOU WISH! JUST BE SURE TO ENCLOSE
3 SWEETHEART SOAP WRAPPERS WITH EACH ENTRY!



SweetHeart Soap also available in Canada

© 1958, PUREX CORPORATION, LTD.



ONCE AGAIN KRAFT MAKES AN IMPORTANT IMPROVEMENT IN MARGARINE FLAVOR!

NEW



**SWEET CHILLED
PARKAY**

Discover the wonderful change in Parkay Margarine! Each package of New Parkay is *sweet chilled* as soon as the handy sticks are molded and wrapped. The delightful flavor of Kraft's Sweet Chilled Parkay stays uniform in quality week after week. You'll enjoy Parkay's delectable taste. You'll like the way it spreads smoothly even when ice cold. Your grocer has New Sweet Chilled Parkay. Try it soon.



In his 1933 Ford at Seal Harbor, Rockefeller sits behind wheel, with wife Barbara beside him. Granddaughter Meile, 2, is in her lap. On running board is son Steve, 22, while son Rod, 26, and his wife Barbara are in the back seat with their son Peter who is 16 months old.

"We got this 1933 Ford after Tod and I were married. We like old cars, I suppose because of their sentimental association. We are a closely knit family. Last summer we took our three youngest children and my brother's daughter to Japan, Korea, Formosa, the Philippines and Hawaii."

A Rockefeller Gets Ready

PART of the greatness of this country," says Nelson Rockefeller, "is that anyone can aspire to public office, whether he is a self-made man or has inherited wealth." The 50-year-old millionaire grandson of John D. Rockefeller, who likes old cars and new careers, is proof that the second part of this observation is as true as the first. A political novice who announced his candidacy for New York's Republican gubernatorial nomination only a month ago, Rockefeller is already far out in front in the field of four who are fighting for the right

to run against another millionaire, Democratic Governor Averell Harriman.

In the past Rockefeller has been, among other things, a banker, philanthropist and Assistant U.S. Secretary of State, and has earned a reputation as a man of great charm and an excellent administrator. He and his family have always lived their private lives out of the public eye. These rare pictures, taken at their Seal Harbor, Maine summer place, show him taking a relaxing break before this month's New York State Republican convention.



COAXING grandchild Peter, Rockefeller tries for picture as child's mother watches

"The grandchildren are my wife's pride and joy. I am extremely happy when they visit, but I get a greater kick out of children when they are old enough to communicate."

SOUTHWEST serve is offered by Rockefeller in tennis game with wife at Seal Harbor club

"I think we all lead too sedentary a life. Tennis is a wonderful game. It gives you an exhilaration that no other sport does."

SETTING out for a sail, Rockefeller gets ready to set spinnaker on his racing boat

"I was born here—in the island and I've sailed a lot of life. It's wonderfully competitive—it's good training for a political campaign. It doesn't let you relax."



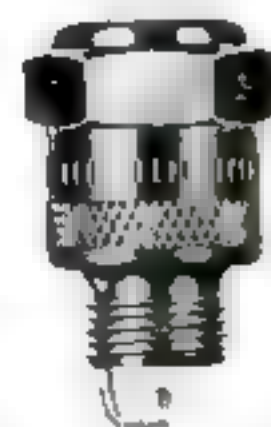
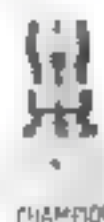
CONTINUED



In tractors as in motor cars, Champion spark plugs deliver *full-firing* power!

Q. Why does every major U.S. tractor maker use Champion spark plugs?

A. Champions give full-firing power. Put new Champions in your car every 10,000 miles. You'll get an *immediate* boost in horsepower...and save gasoline, too!



World's favorite spark plug—engineered for every car built by Ford, General Motors, Chrysler, American Motors, Studebaker-Packard and every major foreign maker

CHAMPION

This is all I need to know about engines!

Best medicine for the good doctor's car—and yours—is Pennzoi Motor Oil, the modern Tough-Elim Pennsylvania oil.

Pennzoi has a permanently active ingredient (called Z-7) that actually ends pre-ignition knock, stops loss of horsepower, and improves gas mileage.

Also available as a multiple-viscosity (10W-30) oil, finest yet developed.

Ask your dealer for Pennzoi.



MEMBER: PENNZOI, BRIDGE GROUP, OIL, AMERICA
PENNZOI CO. 2, 01, 01V, 01L

AT DEALERS WHO OBTAIN FOR YOUR CAR IN EVERY STATE, AND IN CANADA AT DEALERS



Glue doll's hair back in place, mend broken chairs, mount photos in albums with all-purpose Weldwood Presto-Set Glue. Or with Weldwood Contact Cement. Both are ready-to-use, easy-to-apply, and will hold for years.

Fix it for keeps with Presto-Set

WELDWOOD PRESTO-SET GLUE is quick-bonding—dries in a few minutes. Stainless, clean-working white glue answers most household and workshop gluing needs. Use it right out of the jar, or use easy-to-use plastic squeeze bottles. From 19¢.

WELDWOOD CONTACT CEMENT bonds instantly—permanently on contact. Needs no clamping—stays flexible, and gives a strong, highly water-resistant bond. Ready-to-use liquid in brush applicator bottles, and in cans. From 29¢.

For the bond that lasts

Weldwood®

**PRESTO-SET GLUE
CONTACT CEMENT**

Arhar's are paid to U.S. Plywood

Products of UNITED STATES PLYWOOD CORPORATION

ROCKEFELLER CONTINUED



COLLECTORS' item, a golden plastic eagle 5 feet high which weighs 500 pounds, is inspected by Rockefeller, who goes in for primitive and modern art.

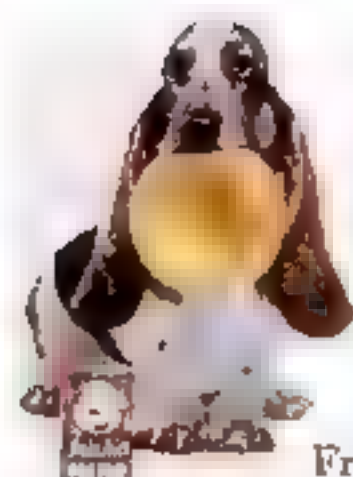
"This was on the reviewing stand at President Eisenhower's last inauguration. A friend of mine in the Bureau of the Budget told me about it when they were tearing down the stand and he was able to save it. I don't know of where I'd put it, but I think it's a rare piece of Americana."



JAPANESE pagoda on grounds at Seal Harbor, bought after trip to Japan in summer of 1957, is a favorite Rockefeller art object.

"I'm very keen about these Japanese pieces. They are examples of primitive Japanese country art or folk art. They are not important in terms of historical significance, but there is a simplicity and strength about them which I think is wonderful."

CONTINUED



THIS HUNGRY BASSET may be mournful on the outside, but he's a happy dog inside. Happy because soon he'll be digging into delicious

Friskies. Happy, too, because he's so ruggedly healthy. Just being *alive* is fun. Shows you what a fully nourishing food like Friskies does for a dog!

For variety in your own dog's diet, try some of the other fine Friskies products. Our new Cubes, for example, is a luscious change of pace for him. Here in one package are crunchy, bite-size morsels of 6 tempting flavors—meat, liver, milk, fish, vegetable, chicken. 6 colors, too. Nothing to add, not even water. Just pour this entirely new kind of dog food into his feeding bowl—he'll take it from there!



HOW TO BE A "PARENT" TO YOUR PUPPY



Treat him like a baby the first day or so. Spoil him, cuddle him, don't scold him if he's "bad." This and scores of other good tips on puppy training, safety, bedding, exercise and nourishment are found in our new booklet, "Care And

Feeding Of Puppies." Write to Friskies, Box 310, Los Angeles 51, California, for your free copy. Or if you have a pet that's getting on in years, write to this same address for our booklet called "Care Of The Older Dog." These booklets are prepared for us by outstanding dog authorities. We hope you'll send today for your free copy.


THE MEAL WITH MEATY TASTE AND AROMA

It's remarkable how Friskies Meal is liked by all kinds of dogs—young, old, big or little. For good reason: its meaty taste and aroma... and the way water (or other liquids) makes it fluff up to the texture of chopped beef. Friskies Meal mixes instantly, so it's no bother at all for you. It's also most economical. The average-size dog can be fully nourished on it for under 10¢ a day.

SAVE 15¢ on any Friskies Dog Food you wish! Take your choice of Canned, Cubes or Meal... and we will send you a 15¢ certificate for it with our compliments. Write to Friskies at box number above. Any Friskies product you choose will be a good choice. Each one is a complete dog food. High in appetite appeal. Highest quality. That's a promise to you from the people who make Friskies... **Carnation.**



Lively, lovable, all set for Friskies... *the dog food with prime grade nourishment!*

Be glad your dog is always hungry for Friskies! Every mouthful gives him a perfect balance of vitamins and minerals. Every swallow gives him the proteins of lean red horse meat. Friskies' *complete* nourishment is guaranteed by this U.S. Government Seal  on every can. There's Friskies Meal and Friskies Cubes, too—for variety. Both are fully nourishing, delicious. And all three are made to the high standards of **Carnation!**

Trunk, '58 Plymouth, cleaned *and* waxed



Ideal for all
car finishes

VISTA TIME: 6 minutes

DURATION: up to 6 months



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months... *try it.*

SIMONIZ MAKES IT



ON the porch of his boathouse, Rockefeller goes over list of the delegates to New York's Republican state convention.

"This is my private hideaway. It's where I do all my work when I'm up here. I like to get away where I can concentrate quietly but not where I'm isolated and out of touch. The life of the harbor gives me a sense of stimulation and keeps one from that feeling of solitary confinement."



IN T-shirt and patched jeans, Rockefeller takes time out on porch of Seal Harbor inn to ponder his political prospects.

"Regardless of whether I get the nomination or not I will feel infinitely grateful for the opportunity I have had during the past few weeks. I've had a chance to meet the hundreds of men and women throughout the state who give their time and energy to make our political system work."

New Medicated Powder! Stops more irritations ...more effectively



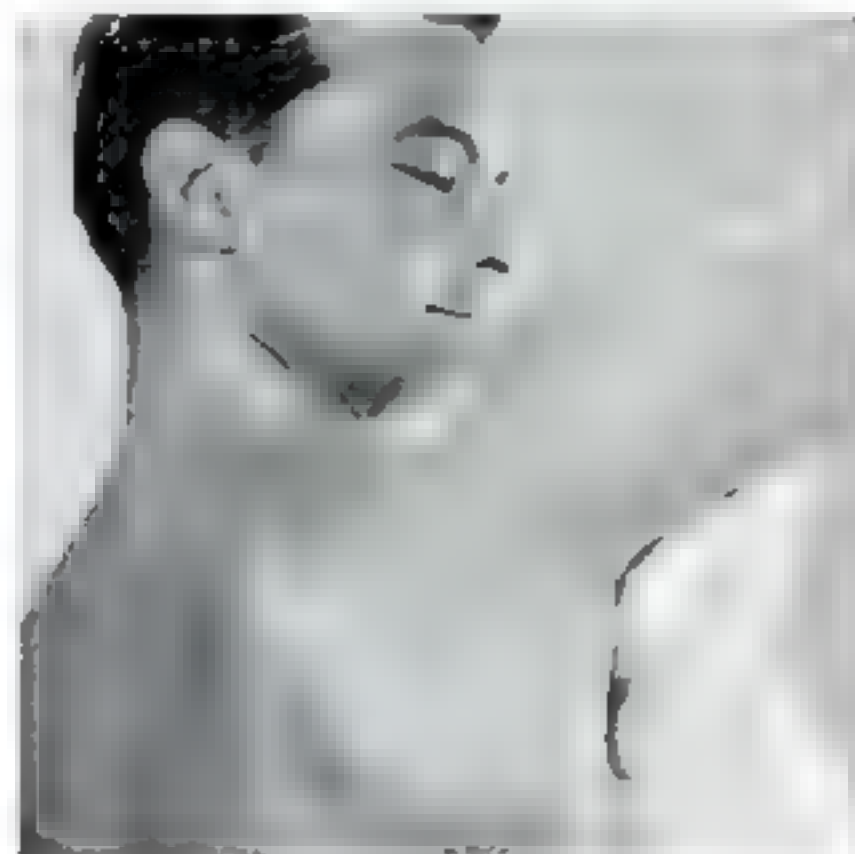
STOPS RASHES

New Johnson's Medicated Powder effectively clears up and prevents not only *friction* diaper rash, but troublesome *ammonia* diaper rash. Keeps unpleasant ammonia from forming. Relieves urine scald and redness, too.



STOPS ITCHES

Exclusive Johnson's formula starts instantly to relieve heat rash, insect bites—most externally-caused irritations. Contains two antiseptics in special combination. And it's hospital-proved safe for the most sensitive skins.



STOPS CHAFING

Extra-absorbent action dries up moisture fast. Keeps underarms and feet cool and comfortable—even in hottest weather. Soothes girle chafe, too. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢ — 9 oz., 89¢



IT STANDS TO REASON:

The cigarette with the best filter filters best!

NOW, STILL ANOTHER INDEPENDENT LABORATORY REPORTS:

That cigarette is Hit Parade!

FROEHLING & ROBERTSON, INC., ONE OF THE LARGEST AND OLDEST INDEPENDENT CONSULTING LABORATORIES IN THE COUNTRY, REPORTS:

Hit Parade's radically new filter contains over 400,000 filter traps!

USING THE NEW AND SUPERIOR METHOD OF TESTING FOR FILTRATION, FROEHLING & ROBERTSON, INC., ALSO REPORTS

Now Hit Parade filters best of all leading filter cigarettes!

FROEHLING & ROBERTSON, INC.
INSPECTION ENGINEERS • CHEMISTS • BACTERIOLOGISTS

SINCE  1891

BRANCH LABORATORIES
BOSTON CHARLOTTE BALTIMORE
WASHINGTON BALTIMORE

MAIN OFFICE & LABORATORIES
814 WEST CARY STREET
RICHMOND VIRGINIA

JUNE 23, 1958

NO. F-178-5

INDIVIDUAL FIBER COUNT OF "HIT PARADE" FILTERS

MADE FOR: THE AMERICAN TOBACCO COMPANY
MR. H. R. HANMER, DIRECTOR OF RESEARCH,
RESEARCH LABORATORY,
RICHMOND, VIRGINIA.

COMPLYING WITH YOUR REQUEST, WE HAVE RUN TESTS
TO DETERMINE THE NUMBER OF INDIVIDUAL FIBERS OR
"FILTER TRAPS" IN A SINGLE "HIT PARADE" FILTER.

EIGHT COMPOSITE SAMPLES WERE RUN

THE HIGH COUNT WAS 597,000
THE LOW COUNT WAS 459,000
THE AVERAGE WAS 541,000

IN OUR OPINION, IT IS CONSERVATIVE TO STATE THAT
EVERY "HIT PARADE" FILTER CONTAINS WELL OVER
400,000 FILTER TRAPS.

RESPECTFULLY,

FROEHLING & ROBERTSON, INC.

Using the latest method of testing that traps and weighs total smoke solids that ordinarily would reach the smoker's mouth, here is the most recent report based on analyses by Froehling & Robertson, Inc. This is the second independent laboratory to confirm that now Hit Parade filters best of all leading filter cigarettes!

With its radically new filter, Hit Parade gives you:

15% higher filtration than brand A
20% higher filtration than brand B
27% higher filtration than brand C
34% higher filtration than brand D
35% higher filtration than brand E
37% higher filtration than brand F
40% higher filtration than brand G
40% higher filtration than brand H
43% higher filtration than brand I

The two sizes of Hit Parade (King-Size in the familiar pack and Long-Size in the crush proof box) were tested against competitive brands of equal length

From a report dated June 20, 1958, by
FROEHLING & ROBERTSON, INC.,
a leading independent consulting laboratory

And best of all...the flavor's all there!

D.A.T. Co. Product of The American Tobacco Company—"Tobacco is our middle name"



Sorry! Please be patient if your dealer is temporarily out of stock . . .

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CONGRATULATING RIVAL. Russia's defeated Vasily Kuznetsov heartily grasps hand of Rafer Johnson of U.S. as latter finishes record decathlon performance.

Duel between Kuznetsov and Johnson for unofficial title of world's best all-around athlete was most dramatic competition in U.S.-Russia meet in Moscow.

THE SUMMIT FOR RAFER

Johnson beats Russian rival for top athlete title

Last week decathlon champion Rafer Johnson, 22-year-old UCLA student-body president, met in Moscow Russia's athletic hero, Vasily Kuznetsov. It was the first track meet between the U.S. and Russia, and a personal challenge to Johnson. Kuznetsov last spring had beaten Johnson's world decathlon record. The intense 10-event duel between the rivals pulled the crowd's attention from the scoring race between the teams. And the dramatic results evoked a huge demonstration for a foreign hero and a warm burst of sportsmanship from a defeated Russian (*above*).

Johnson beat Kuznetsov by piling up 8,302 points, the most ever scored in the decathlon. He took five firsts and two seconds to become the unofficial world's champion athlete. At the finish Moscow crowds cheered Johnson like a national hero. Johnson's record score contributed five points to the U.S. men's 126-109 victory over Soviet men. But the U.S. women's team lost, 63-44, and the Russians won the meet by two points.

YOUNG MOSCOW FANS PRESS RAFER JOHNSON FOR AUTOGRAPH →





TOUGHEST EVENT for Johnson—the pole vault—gives him a hard place. He practiced hard in Moscow before meet, managed to clear 12 feet 11 inches.



CONVINCING WIN for Johnson came in the 100 yds., in which he scored first with throw of 196 feet 1 1/2 inches. He also won the javelin and shot put.



CLOSE FINISH in the 110-meter hurdles places Johnson second and Kuznetsov (right) third. Hurdles, run over a wet track, were won by Dave Edgerton of U.S.



CHAGRINED RUSSIAN Nina Ponomareva ran a good race but lost to U.S. in event, which she won at New York 29 weeks before 1956 Olympics.

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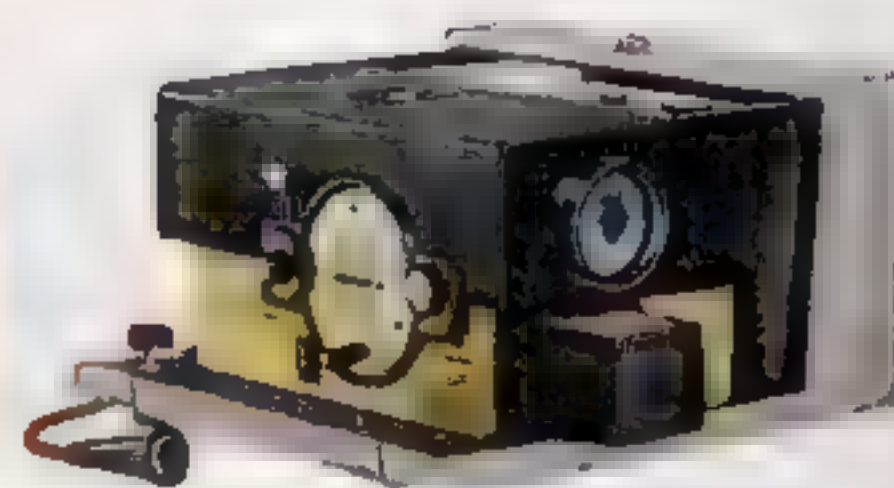
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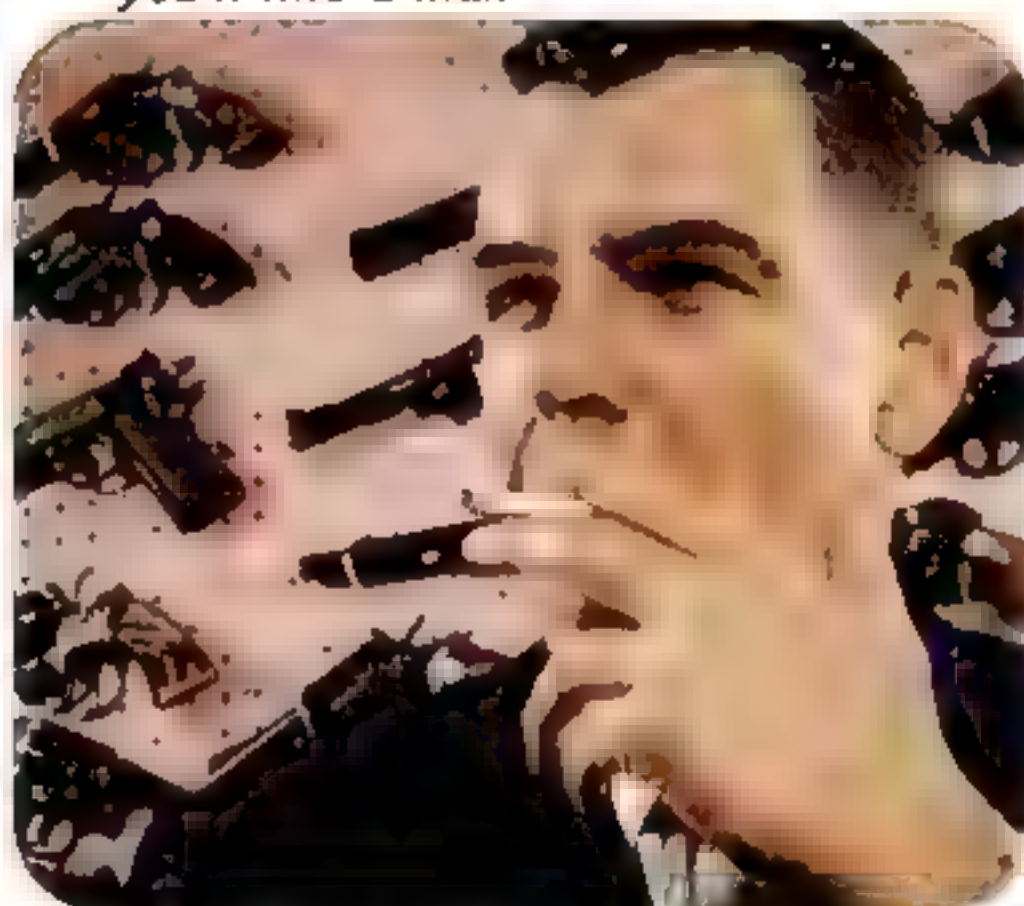
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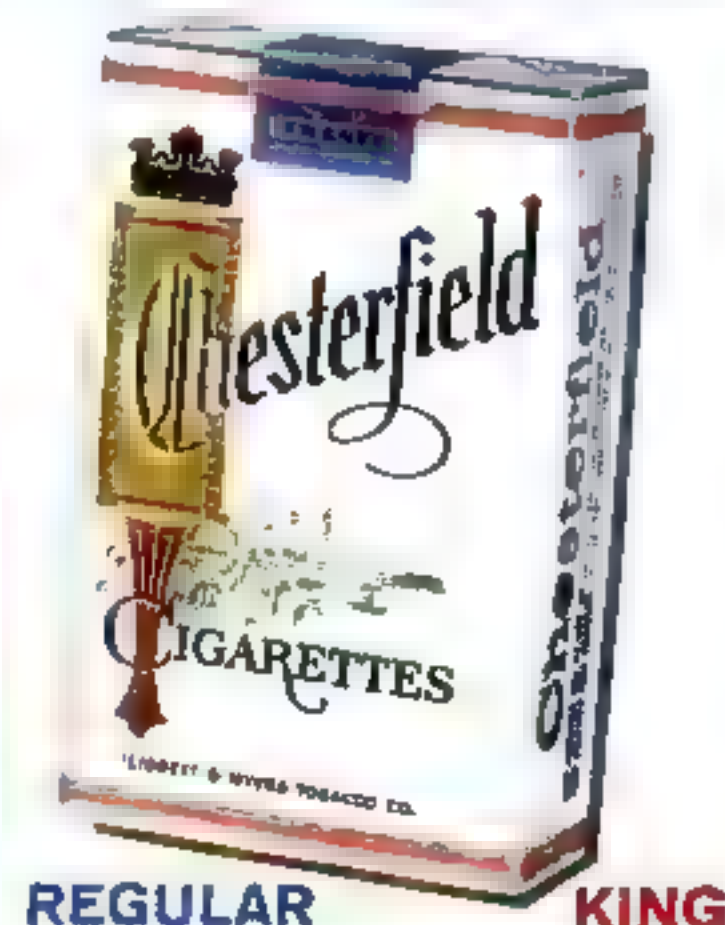


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IN A NEW DRESS, grateful teenager Bonnie Bea Trompeter premeets before parents and friends. A balloon-skirted nylon print, the dress cost \$16.50 and Bonnie chose it herself for a big dance date with her steady boyfriend.



The New-found Joys of Beauty

A PRETTY 14-YEAR-OLD GETS A FIRST GLIMPSE OF WHAT LIES AHEAD

"Someday," said her maternal grandmother when Bonnie Bea was born, "there'll be Bonnie Bea dolls and Bonnie Bea everything. There's something special about that child!" So Bonnie Beatrice Trompeter grew up in the New York suburb of Larchmont with the theme "You're cute," "You're pretty," or "You're lovely" playing almost continuously in her immediate background.

But doting grandmothers, especially those who once nursed hopes for their own daughters, are to be taken for granted. Bonnie, a down-to-earth child, didn't take seriously, or at best look only half seriously,

the paeans of praise. She went about the schooltime pursuits of study and piano lessons and the suburban summer fun of swimming and sailing (see cover) with a normal, adolescent aplomb.

This spring, however, what has been perfectly obvious to Bonnie's family and a string of popeyed young men finally burst upon the gay 14-year-old above. She was indeed pretty. So extraordinarily pretty, in fact, that even Bonnie, as Paul Schutzer has sensitively recorded here, is slowly—and happily unconceitedly—growing aware of the bewildering joys and problems of becoming a beautiful young woman.



CONTENTED FATHER, German-born Paul Trompeter, 51, listens to Bonnie practice piano. A food-store manager, he wants Bonnie to have "social graces."



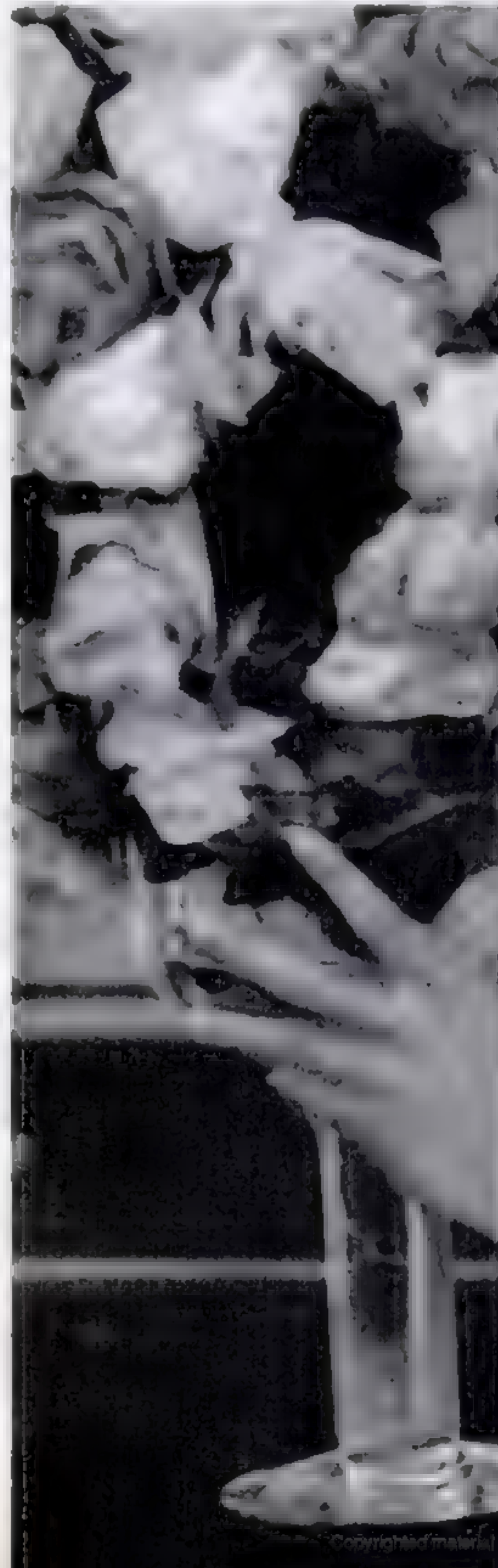
HOPEFUL MOTHER Constance looks on as Bonnie phone-gossips with a new friend. Since Bonnie's chaotic mother has urged her "Be serious,"

A CHILD AT CHARM SCHOOL

For Bonnie Trompeter (named for Bonnie Butler, the daughter of Rhett Butler and Scarlett O'Hara of *Gone With the Wind*) both the prerogatives and problems of prettiness began at home. The privileges are those of any older daughter, enhanced by the fact that her mother has hopes for Bonnie to have a career. She is sometimes willing to let Bonnie's haphazard attention to household chores slide as long as Bonnie pays attention to the ballet and piano lessons with which she supplements a busy year at junior high school—and cultivates her

looks, which normal teenagers do anyway.

But Bonnie's looks are not of the normal kind and this has become a challenge. Once, unaware of her loveliness, she felt she was doing all right and never thought of looks as an avenue to success and fame. Now that she has discovered her own beauty, Bonnie has made up her mind. She has put her savings into a Candy Jones Conover course in New York, which she takes with deadly seriousness. And every day she balks less at the music and dancing lessons, even at her mother's prying



UPROARIOUS before mirror. Bonnie wears two tapes to lift eyebrows, another to pin ears back.

SERIOUS at the Conover school. Bonnie has goat coat hanger stuck in her dress to improve posture.



ROUGHHOUSE with her sister Chickie. Bonnie ends a spirited card game at Spot before lunch. Bonnie is sure her family pities the poor, less Chickie, not her



IN TEARS usually carefree Chickie frets as her sister Bonnie braces for computers' make much of her as Chickie's Bonnie gets too much individual attention





HORSEPLAY WITH BOYFRIEND winds up in tickling session as Duke Allen, 9, wows. "You *ducks*— you're *ducks*! That's disgusting!"

WAKE-UP SPRAWL Girls Bonnie and her twin prey out in bed's 9th-grade house on her father's bed with the phone talking with Jerry.





LIGHT FAREWELL is exchanged by Bonnie and Terry. At the last minute Terry's moving date was postponed eight hours and Bonnie walked over to spend the day.



INTRAGIC MOOD and a hairdo like her idol Grace Kelly, Bonnie thinks back on happy times with Terry and forward to Terryless future.

SWEET SORROW AND GAY GOODBYS

One of Bonnie Bea's pleasantest early discoveries was that she would probably never be lacking for boys. At first she found it difficult to date boys her own age, since she was so much taller than they. Her popularity was confined to boys under 6, her babysitting clients and "older men" of 18. With the latter she had no trouble in passing herself off as two years older, and she left the illusion intact by letting them talk. Wisely so, since, at 14, her topics tend to range from *Mud* comics to Elvis Presley.

But Bonnie considers herself a "one-man girl" and likes to go steady. The present light of her life is a schoolmate, Terry Allen, 15, from whom she has been inseparable since her birthday last May. Pretty or not, though, Bonnie had to bow like any teenager to the tragic whim of grownups: Terry's family moved to Florida, taking Terry along. When Terry left, Bonnie was inconsolable. She has had 51 letters from Terry so far, and faithful she so far remains. But Bonnie Trompeter is only just starting her fun of being pretty (see next page) and at 14 there really seems no good reason why she should not get on with it at once.

BONNIE CONTINUED

A TENTATIVE STEP INTO NEW WORLDS



INTEREST REVIVING in outside world, Bonnie, still disconsolate over Terry Linches with Mike Wille (see cover), Notre Dame sophomore, at beach club.



AFTER DUNKING Bonnie is pulled from waters of Long Island Sound by Pete Beamish, 18, who headed the boat—proudly sent crewman Bonnie overboard.



WALKING ALONE along a beach, she uses a pained, childlike Bonnie posture of face but still awkward and girl of the moment for a far own.



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Now air conditioning makes bowling the greatest summertime fun since the picnic

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BOWL WHERE YOU SEE THE



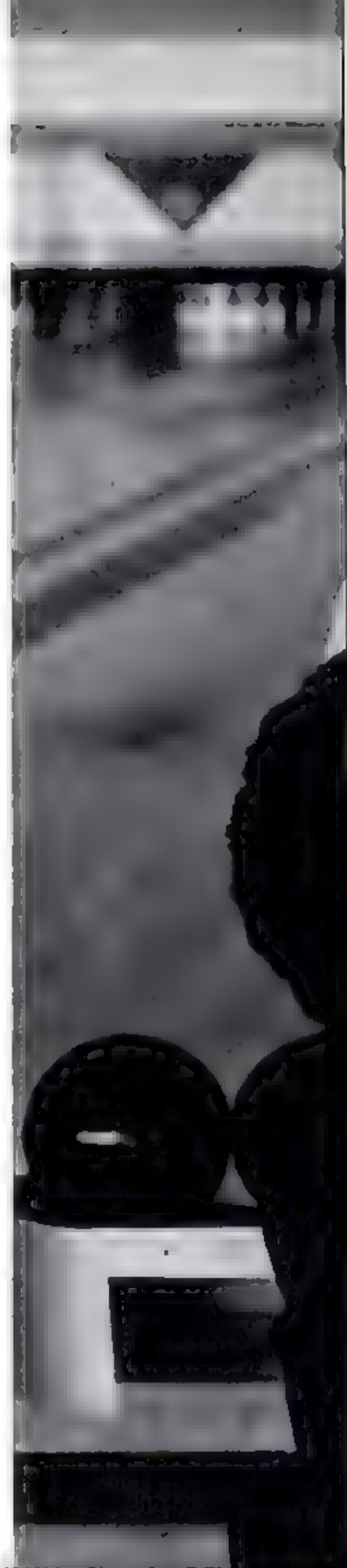
Some of the modern centers even provide a nursery and supervision for the toddlers.



Boys and girls enjoy bowling, too—it's lots of fun even while you're learning, at any age.



Millions of teenagers agree that modern, air-conditioned bowling is great for a date.





The amazing machines that created modern bowling: AMF's automatic pinspotters.

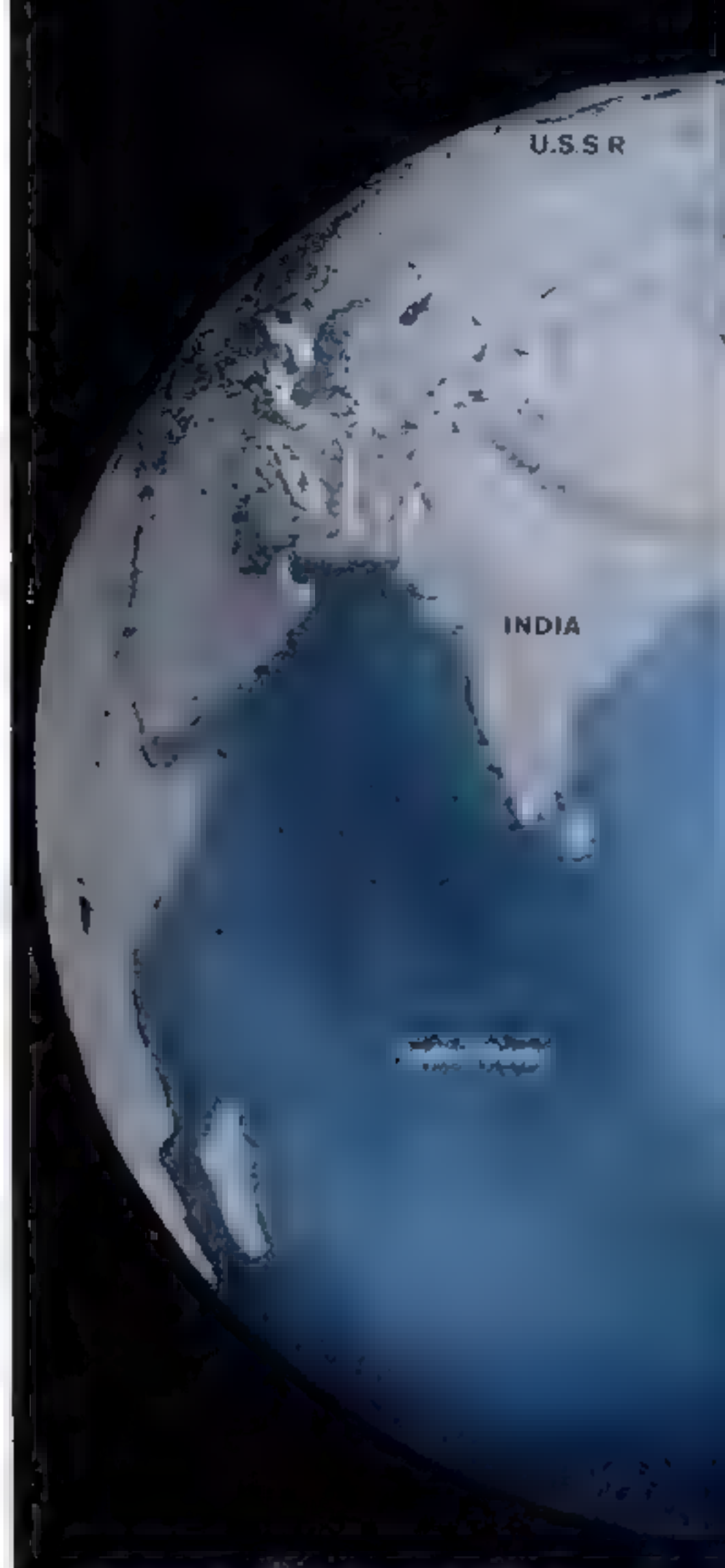
Many modern bowling centers offer delightful dining and refreshment service.

PART II



EUROPE'S DEFENSE in the future could be accomplished first by missiles intercepting enemy warheads, then by IRBMs (airlifted to launching

bases) and finally by long-range ICBMs in Africa. "Fire brigade" forces—armored divisions and sky-cavalry—would operate from North Africa.



FREE ASIA'S DEFENSE will be based largely on offshore islands like Philippines, which offer good missile-launching sites and bases for sky

SPACE STRATEGY AND U.S. DEFENSE:

Last week, in the first instalment adapted from his book, *War and Peace in the Space Age*, which Harper will publish Aug. 11, General Gavin, the brilliant soldier who retired from the Army last March, spoke of Pentagon errors which have crippled our ability to wage war. In his concluding instalment, below, he tells how we must reorganize our forces for the free world's defense and how combat would look in a war occurring in 1965.

by **LIEUT. GENERAL JAMES M. GAVIN**

TIME is running out, and we must make up our minds now to make the sacrifices necessary for an adequate military defense of the West. By adequate I mean not only strong enough, but capable of accomplishing any mission that arises—large or small. For if democracy exists to serve the needs of the people, then the weapons systems it creates must serve it. These systems must be ready to apply power with discrimination anywhere in the world, as the need arises, at any time.

Military force exists in the free world community for the same reason that it exists in a local community. The policeman on the beat must by virtue of his reputation and appearance maintain law and order. He must also have power available to him that can be applied quickly. In the world community similar power must be available although to a far greater degree. It must be backed by highly mobile reserves geographically placed so as to be able to move quickly against criminal aggression, and these must in turn be backed by long-range forces—the free world's major reserves of power. Let us, therefore, examine the kind of defense that the free world must organize to deal with both limited and general wars occurring, say, in 1965.

In World War II a tactical theater usually consisted of a continent, or a major segment of a continent. By 1965 missiles and satellites will have

shrunk the world to such an extent that militarily the earth itself will be a tactical theater. Manned space flight will be here. We will truly live in a "balance of terror." The very nature of strategy will change, leaving the realm of physical combat to go into full-scale psychological warfare and leaving the earth's environment to go into space.

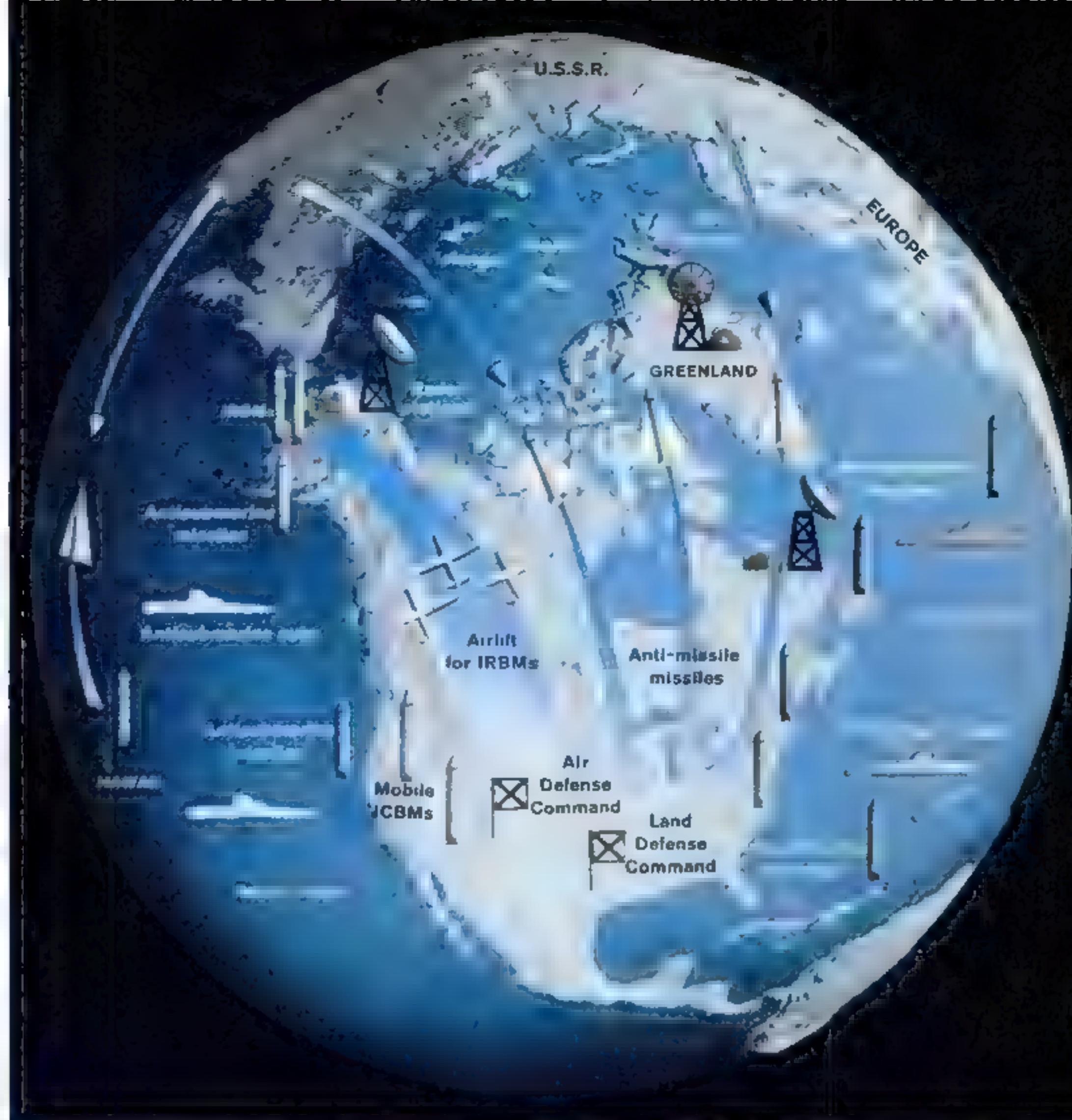
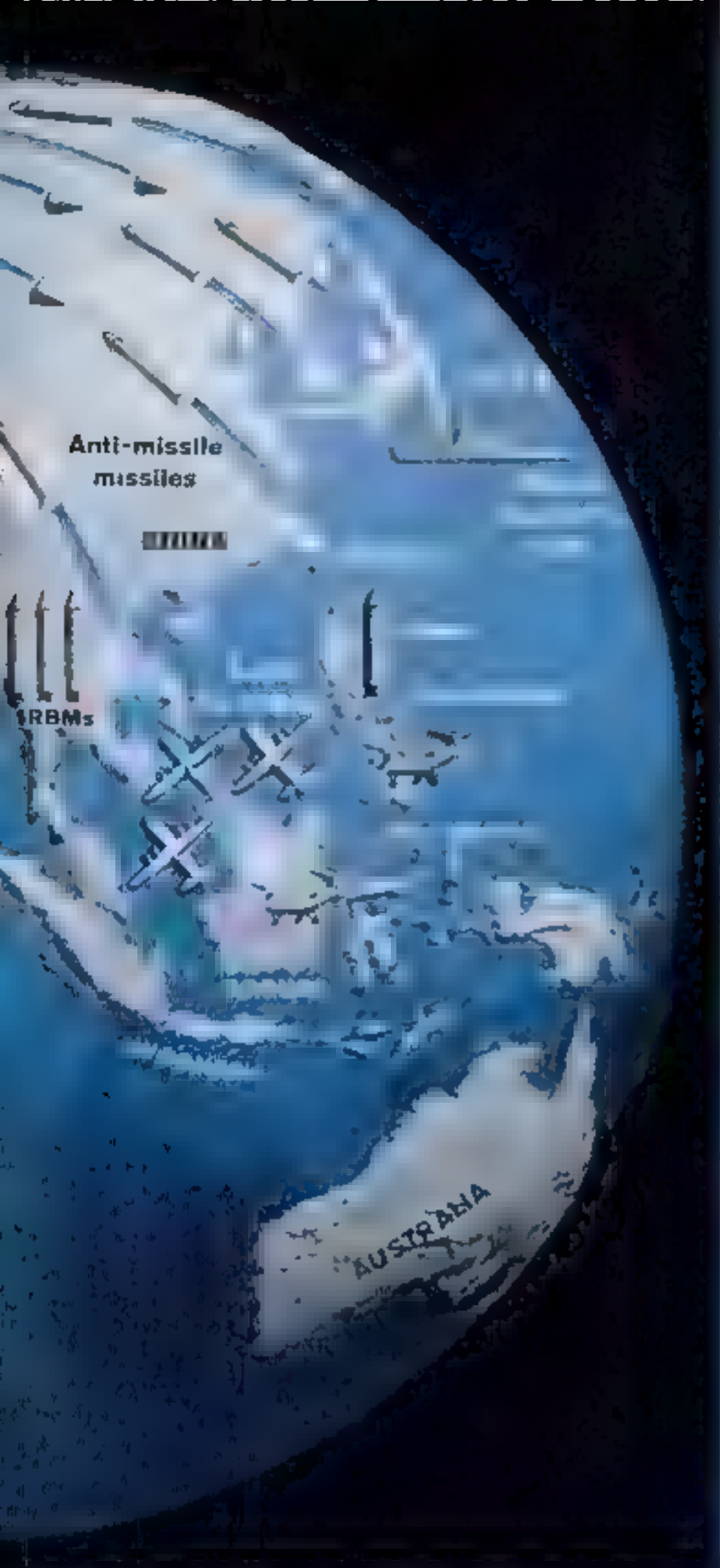
While each of the services in 1965 will continue to specialize in its own type of combat, their capabilities will overlap. Therefore their organization within a theater of operations will have to be completely integrated. Let us look briefly at some of the possible theaters of operations.

In describing the military characteristics of various parts of the earth as they would appear if combat were to occur in the mid '60s, I intend merely to suggest concepts. No plans exist to organize areas in the manner suggested nor does the intent, to my knowledge, exist today.

Key to Europe's defense: Africa

EUROPE and Africa together will form one tactical theater. Africa, in fact, is the key to the future defense of Europe. Western Europe consists of slightly more than one million square miles of densely populated land; Africa has 11.5 million square miles but its population is less than Europe's. Two major waterways cross the area. In the north, the English Channel is no longer a barrier to military aggression. Farther south, the Mediterranean Sea, still a formidable obstacle to land movement, is readily crossed by missiles and aircraft. The Middle East area is a land bridge connecting Europe, Asia and Africa. This fact alone—that it is a land bridge—highlights its importance.

Obviously the shallow depth of the northern part of the Europe-Africa area suggests that only defensive weapons should be placed there. Retaliatory weapons would be in danger of immediate destruction and



cavalry, and Borneo, which could serve as missile supply base. Because of prevailing westerly winds, fallout-producing weapons should not be used.

AMERICA'S DEFENSE depends on intercepting missiles over the Pole and turning back enemy submarines. Antisubmarine subs are smaller, faster

than missile-launching subs that would be used offensively in European and Asian areas. They are backed up by small, seagoing antisub missiles.

A PROPHECY

The nation's survival in 1965, says Gavin, depends on missiles, mobility, psychology

should be placed farther south where there is adequate concealment and room for dispersal. The basic requirements for the defense of Western Europe are, first of all, the best surface-to-air missile defense obtainable and, secondly, the best surface-to-surface missile defense backed up by highly mobile, nuclear-equipped land forces. Italy, Spain, the Mediterranean islands and the African land mass offer the best locations for retaliatory missile forces. If the NATO forces were sufficient in strength and properly equipped with nuclear missiles, the Soviets would pay a very high price—and even then would fail—if they sought direct aggression against Western Europe.

In addition to the NATO forces committed to the immediate defense of Western Europe, there should be a local "fire brigade," placed so as to be movable by air to any area in difficulty. Such a brigade would consist of at least one highly mobile sky-cavalry division (airborne shock troops) and two armored divisions, backed up by several missile support commands.

It should be evident from the foregoing that the center of gravity of the defense of the European-African area has shifted far to the south. By 1965 it will become increasingly obvious, if it is not already so, that while Africa is the key to the defense of Western Europe the Middle East with its great land bridge and economic resources is the key to Africa.

Key to Asia's defense: Philippines

IN Asia, as in Europe-Africa, the northern coastal area occupied by the free nations is shallow in depth but the southern area is extensive. This plus a consideration of the prevailing west-to-east winds reveals that the offshore islands of Japan, Okinawa and Formosa would be in a hazardous position in any atomic war. By 1965 they will be "in

the front lines" in every sense of that expression. Not only will they be under immediate threat of Soviet and Chinese missile attack, but they will be subject to intense fallout if nuclear missiles with surface detonations are used against the mainland. The same is true of southern Korea. It is important therefore that any plan for defending the free world area in Asia be based on tactical means with little or no fallout: a) maximum use of nonatomic forces in South Korea and Japan, b) surface-to-air nuclear missiles to provide an air defense and c) submarine-launched missiles as support forces.

Vietnam, Laos, Cambodia and Thailand, backed up by the Philippines, constitute the frontier of freedom in southeast Asia. In a sense, the Philippines are the cornerstone of the area, both physically and politically. These dispersed islands provide numerous well-protected launching areas for retaliatory missiles. A local "fire brigade" should also be stationed there.

Key to U.S. defense: The Arctic

THE two major areas of the planet just described would in effect contain the free world's short-range striking forces. In the event of enemy aggression these forces would be engaged at once. They should be strong enough to defend their respective areas for a prolonged period of time without reinforcement. But both areas should be backed by long-range striking forces based in the North American area. Let us look at that area.

Because the shortest route from Russia to the United States goes over the North Pole region, the Arctic area is of extraordinary significance to us. This is not to say that an army will cross the North Pole by 1965. But weapons with all of the power of an army will certainly be able to.

And ability to operate in the Arctic may be the key to the defense of the United States.

The most critical factor in any defense against attack by either manned bombers or missiles is time—time in which to react with defensive missiles. Reaction time depends upon the amount of warning one receives, and the amount of warning depends largely on how far forward one can set up observation. It is theoretically possible to be far enough forward in the North Pole area to observe Soviet missiles while the engines are still burning in sustained take-off thrust. From radar stations in Greenland one may track missiles before those in Canada can, and of course long before those in the United States.

At present we have an extensive line of radar stations in the Distant Early Warning (DEW) line across northern Canada and Alaska. But these were built to protect the United States against manned-bomber attack. In the missile age we will require larger and more powerful radars, although fewer in number because of their increased range. Their value to us will depend directly on their closeness to Russia. Obviously such radars will be vulnerable to missile attack and raids by surface forces. We can assume that the Russians would try to destroy the early warning radars just before they launched their missiles. We must therefore provide forces that can protect our Arctic bases. The job will involve all services—the Air Force operating the DEW line, the Army manning its missile defense and sky-cavalry forces, the Navy its missile submarines. The entire undertaking should be a unified effort.

The task of defending the United States itself should be coordinated by a home defense force. This headquarters would have supervision over the Air Defense Command, now located at Colorado Springs, Colo. Originally organized to provide a defense against manned bombers, the Air Defense Command must now be reorganized so that it can operate effectively in the missile-space age.

Present responsibility for the defense of the United States against land attack is in the Continental Army Command located at Fort Monroe, Va. An operational echelon of this headquarters should be placed in the South or Middle West so that in the event of hostilities it would be free from immediate threat of attack and thus able to do its job effectively.

The defense of the United States against submarine-launched missiles is a most interesting technical problem. The Navy can be expected to keep most of the Soviet submarines at some distance from our shores. Unfortunately it must be assumed that a number of Soviet submarines will be able to cruise within missile-launching range of both our coastal and our inland areas. To deal with this threat a network of sonar pickets (detection devices located under water or on patrolling ships) should be established as far from our shores as may be technically feasible to give us warning of the approach of enemy submarines.

In sketching the future defense of the U.S. one always hopes, of course, that such a defense will never become necessary, that our overall military strategy will be good enough to keep us out of war. For the first object of strategy has always been to make battles unnecessary.

For many centuries strategy was hardly more than a higher form of tactics. Gradually, as war became more technical and more elaborate preparations had to be made for its conduct, strategy encompassed many other things. Today national attitudes, natural resources, technology and the speed with which we can create new weapons systems all have a decisive bearing on national strategy. The economic, psychological and technical factors all weigh more heavily on the outcome of a combat between nations than applied physical force itself. And now that we have entered outer space, a nation's plan for the strategic exploration of space and the knowledge gained in such exploration may have a more decisive bearing on the outcome of a contest between nations than any tactical engagement taking place on earth.

The Soviets are far beyond the planning stage in their strategy. They are at the stage of application. The evidence is now clear that in terms of psychological warfare the Soviet strategy is, at the moment, a decided success. We have had numerous examples brought to our attention, the most recent being the Soviet exploitation of the Sputnik launching at the expense of the West.

One other element of strategy that can be measured now is technology. An important part of technological strategy is economics. It has been said, for example, that we are pricing ourselves out of survival just as we are pricing ourselves out of the world's markets. The Soviets, on the

other hand, with their low standard of living, have been able not only to produce thousands upon thousands of tanks, armored personnel cars and other conventional weapons but have been able to beat us in jet airplane development and in the missile-satellite race. In the meantime our own weapons systems have become so costly that in order to support a few we have had to deny ourselves many

Far more important than dollars invested, however, are the decisions made. And decision-making in the field of military technology is a very complex business. For since technology is part of strategic warfare, the decisions bearing on it are just as complex and the results just as critical as any battle decisions ever made.

Finally, our lead time has been lengthening, and this is alarming. Lead time is the time that elapses between the original concept of a military device and the date of its actual delivery. An expert has written that during World War II our lead time was about 2½ years, but now it is 10 years. The Russian lead time today is only five years. Thus it would appear quite clear that in technological decision-making we are at a great disadvantage. The Soviet lead time is decidedly

shorter, and their controlled economy gives them greater freedom in allocating resources to support their decisions. Having the initiative they can, in Stonewall Jackson's words, "mystify, mislead and surprise."

There is evidence, for example, that in the competition to develop long-range striking forces the Soviets have led us to believe that they were building a sizable long-range bomber force, when in fact they were investing heavily in ballistic missiles. They merely built and displayed before Western observers enough long-range manned bombers to cause apprehension and consequent reaction on our part. We fell for it and embarked on a very expensive long-range, manned-bomber program, investing heavily in a weapons system that the Soviets themselves knew to be obsolescent.

WITH the over-all strategic considerations in mind, let us turn now to the subject of tactics. On the basis of present research and development studies it is possible to make an estimate of the form that our separate services may take by 1965.

Nuclear weapons will become conventional not only in the NATO forces, including those of the United States, but in those of the U.S.S.R. and its satellites. They are conventional now, of course, in the Strategic Air Command and the corresponding Soviet forces. To say that they will become conventional means that they will be in the hands of all military organizations including the smallest infantry units. Their number, size and performance will be crucial to the outcome of future limited wars.

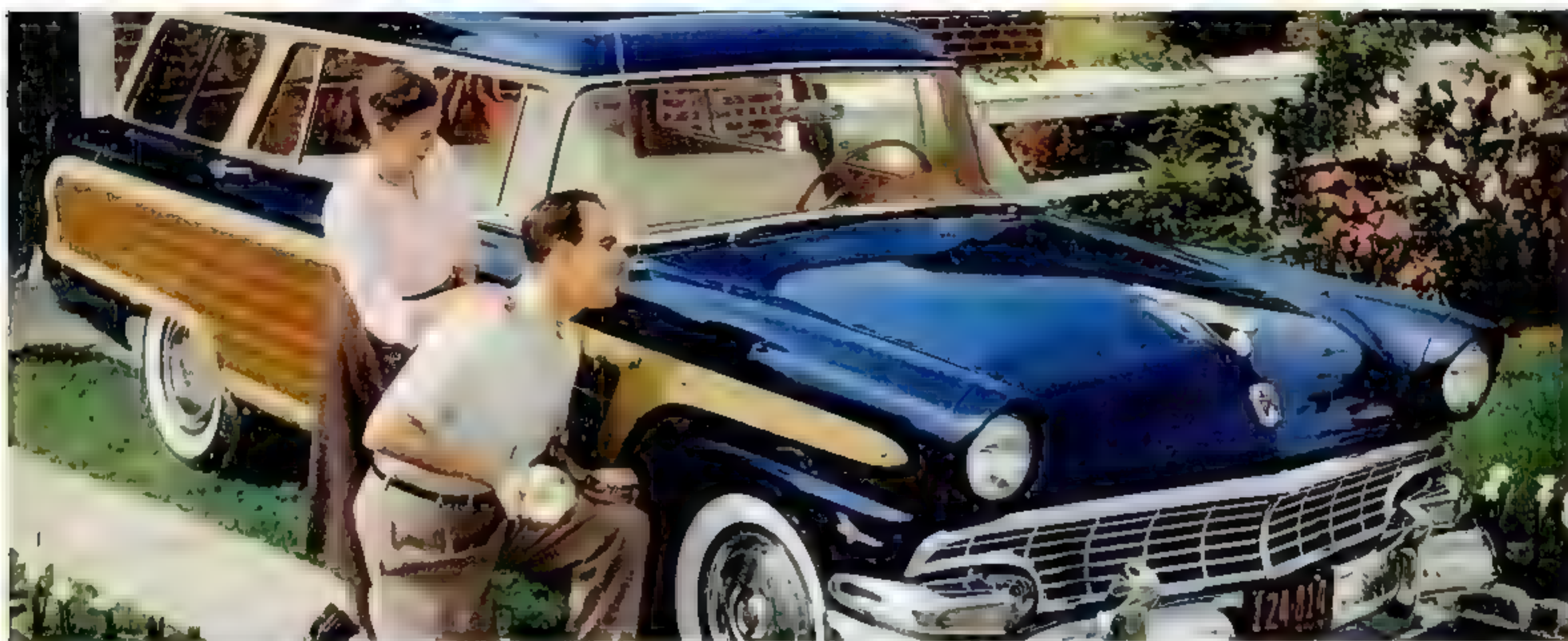
By 1965 the cost of nuclear weapons will be far less than that of present high-explosive weapons of equivalent yield and effectiveness. Many millions of dollars now spent in the manufacturing, shipping, storage and handling of high-explosive projectiles and bombs will be saved through the use of nuclear weapons moved by air to combat areas.

Tactical nuclear weapons will be used by individual soldiers for anti-tank fire. For this purpose these weapons may be shoulder-fired. They will be fired from track-laying vehicles and even from helicopters like those in the Army's present sky-cavalry organizations. In aerial combat they will be used in air-to-surface missiles and in air-to-air missiles. By



GIANT ANTENNA SCREEN, like those which will watch for hostile missiles in Arctic area, tracks U.S. test missiles near Cape Canaveral, Fla.

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MISLEADING THE U.S., according to Gavin, the Soviet Union makes a show of superbombers over Moscow during 1957 May Day parade. While U.S. rushed to build bombers, Russia really was concentrating on missiles.

PROPHECY FOR 1965 CONTINUED

1965 it will be possible to place nuclear weapons aboard satellites for both offensive and defensive uses. Nuclear weapons will also be used in submarine warfare.

Complementing this evolution in firepower will be an evolution in mobility. By 1965 jet transports should be available in large numbers, and all missiles and fissionable material used in overseas areas will be flown there. Moving missiles and fissionable material by air is not only tactically desirable but administratively essential. This is because missiles are highly susceptible to obsolescence and require fast replacement when they become out of date.

Far less exotic than jet transports but perhaps more important to winning tactical battles will be the small air vehicles of the land forces, both Army and Marine Corps. The development of such innovations as tilt wings, tilt engines, ducted fans and deflected jets will give select portions of our land forces a tremendous advantage over an opponent.

Comparable changes will take place in sea warfare. Submarines, we are told, will be almost completely silent and will travel at speeds of 60 knots or better. All our combat vessels and the supply forces accompanying them will have far greater mobility than in the past.

Improvements in firepower and mobility will be of little value if we do not also make comparable improvements in our ability to control them. Earlier warning times, more accurate target data picked up at far greater distances and shorter reaction time must all be realized. Luckily, all these appear to be attainable. Further control can be obtained through the use of drones, which can perform reconnaissance duties for our combat missile units. Drones can also be adapted to submarine warfare. Thus they could conduct a reconnaissance of possible missile sites and of other types of tactical targets for missile-launching submarines. Reconnaissance work will also be performed by satellites.

Nuclear warfare, as we know, will bring the additional problem of fallout. Almost all tactical weapons now under consideration will be detonated in the air, both for increased effectiveness and to minimize fallout. But some surface bursts will take place either through accident or intent. By 1965 accurate fallout data will probably be made available to tactical commanders as well as to those responsible for home defense. Closely related to fallout prediction is weather

CONTINUED

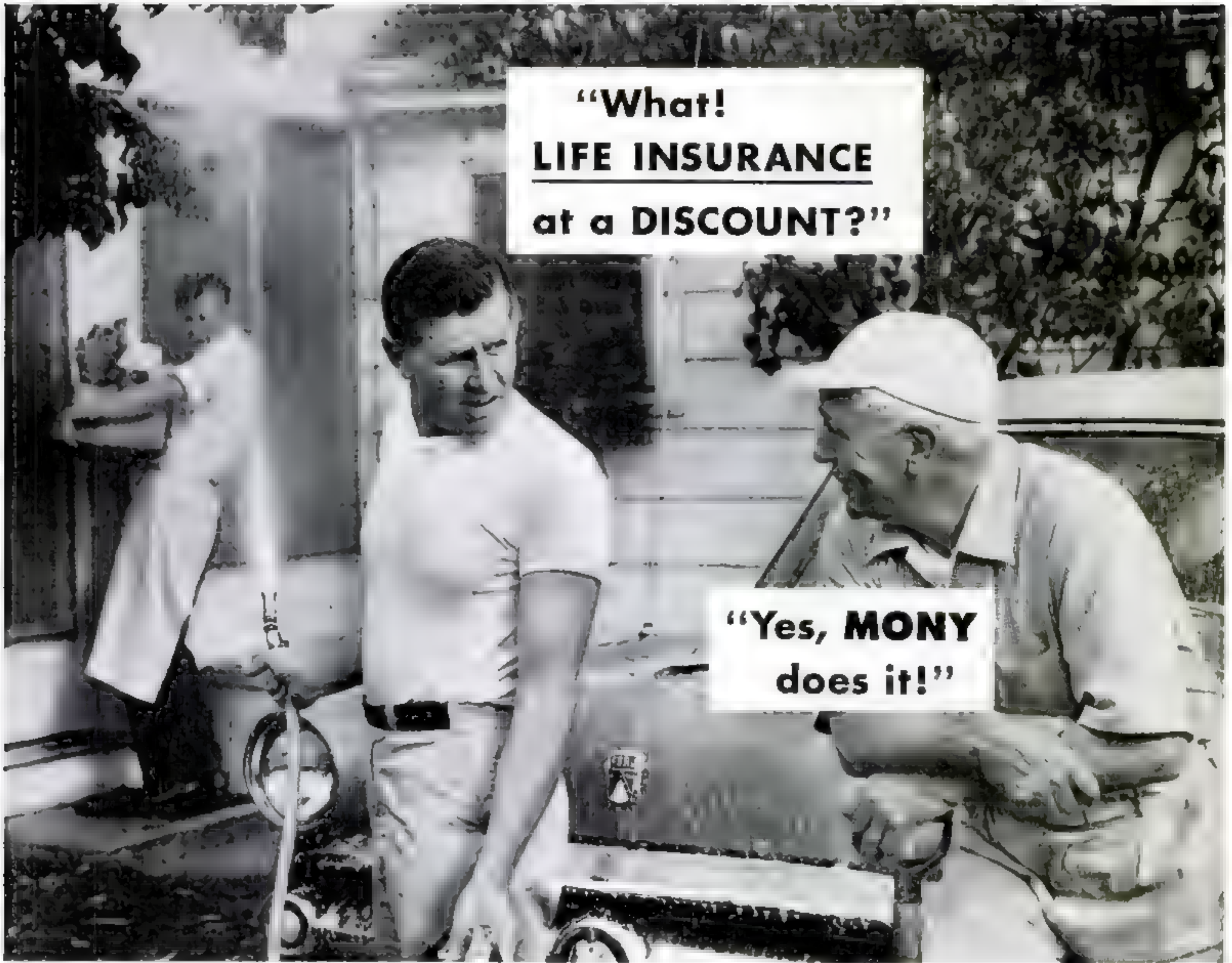


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PROPHECY FOR 1965 CONTINUED

By 1965 weapons from space vehicles will seriously threaten operations on land. Up to that time passive measures probably will be adequate. But as man's capability to fight in space improves, the problem of defense against attacks and reconnaissance from space will become impressive and challenging. Perhaps a satellite to intercept a satellite will be available by then.

The Navy's current shift from surface vessels to submarines will be continued. Although our present carrier and surface vessels should be completely equipped with missiles, drones and assault-landing air vehicles, their value will decrease rapidly as Soviet missile-carrying submarines increase.

One of the most interesting organizational problems is presented by the Marine Corps. Today the Marines appear to be showing schizophrenic tendencies, not knowing whether to become an all-out sky-cavalry type of organization or to retain heavy equipment for sustained combat. I believe that by 1965 the sky-cavalry trend will win out, giving the Marine Corps a very effective capability for extending naval operations on land in keeping with their best fighting traditions. By 1965 major units of the Marine Corps should be movable by submersible vessels. On approaching their objective areas the ships will surface and the Marines will launch an attack by air.

The Air Force faces some challenging and fascinating problems in the next decade. Its long-range striking force will consist of ICBMs fired from fixed installations. But by 1965 it will be apparent that adequate ranges can be obtained from missiles of much smaller size. By that date the Air Force will therefore be converting to mobile ICBMs or at least planning such conversions. For example, by using the extensive railroad network that we have in the Rocky Mountain area and the labyrinth of tunnels and deep canyons there, we should be able to develop a highly effective, comparatively invulnerable system for firing ICBMs from railroad cars. Moving from concealed tunnels to launching sites, the missiles could be fired with a minimum likelihood of detection. Warheads and fuel could be stockpiled in the most likely areas and the system could be remarkably mobile. The shorter range missiles would, of course, be entirely mobile.

DESPITE this blueprint for war, I am of the personal conviction that the space age offers for the first time a real prospect of lasting peace. To achieve it will require great vision. If this planet is to remain inhabitable by man, a space program must be developed under the United Nations. We should establish as a matter of high priority a United States space command directly under the Department of Defense and put it at the service of the United Nations. We should ask that our allies and the Soviets also contribute to such a U.N. program. If the exploration and control of space can be carried out under the auspices of the United Nations, we will not have to concern ourselves with space war. Instead, the exploration of space can be conducted for the peaceful purposes of mankind.

In the final analysis, the real challenge comes down to having the vision of democracy so clearly before us, and the courage to support that vision so firmly in our possession, that we can with assurance build the kind of military establishment we genuinely need. This will take leadership on the part of our statesmen and sacrifice on the part of our citizens. In the long run, we will either make the necessary sacrifices to create the type of military establishment that can serve democracy, or we will succumb to the march of Communism.



IN HIS NEW POSITION Gavin is a vice president of the industrial and engineering research firm of Arthur D. Little, Inc. With Lawrence Hervey (above), he examines a resin solution being developed for treating paper.



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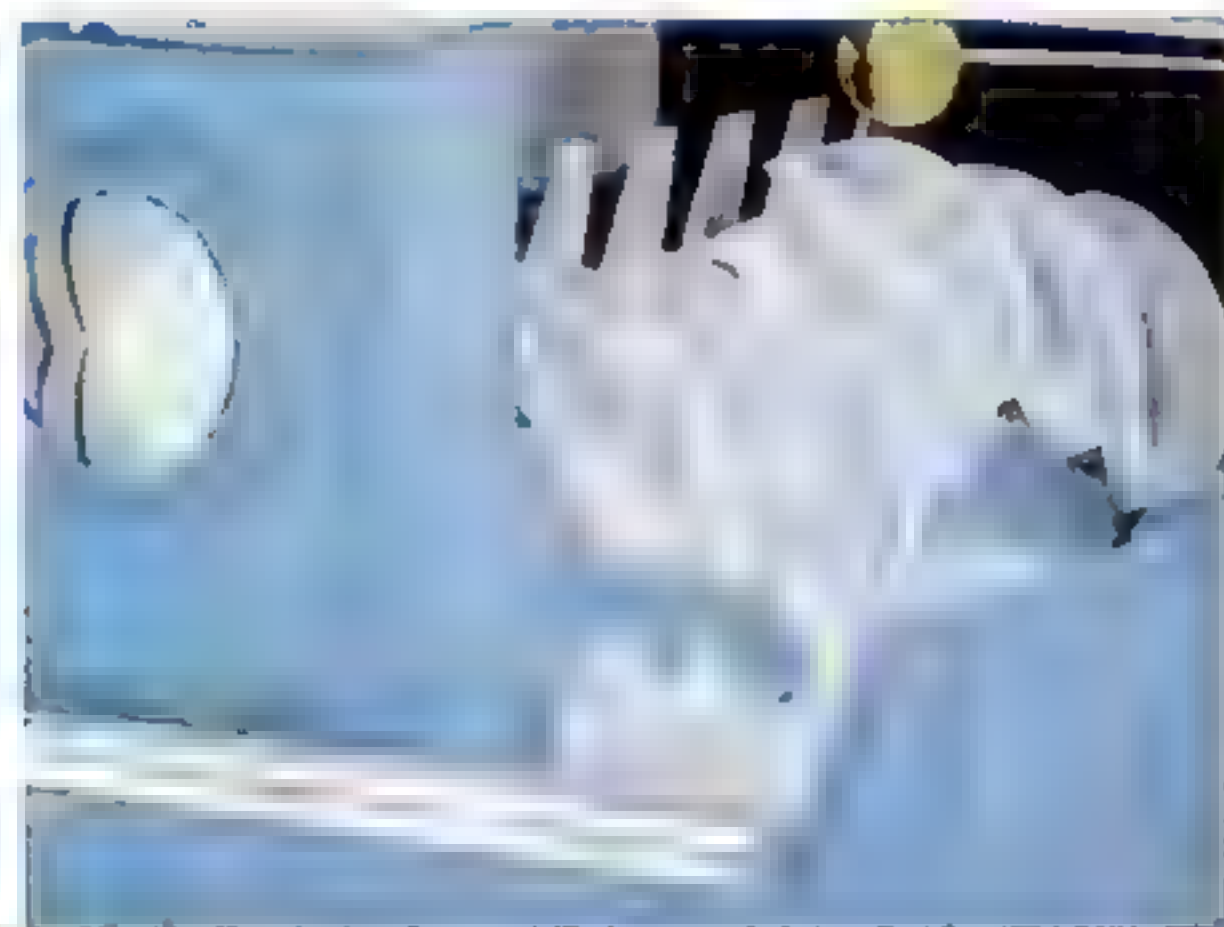
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OPENING SERVICE OF THE CONVENTION WAS HELD IN YANKEE STADIUM (ABOVE) AS WELL AS AT NEARBY POLO GROUNDS, WITH 180,291 IN TWO BALL PARKS

Record Rally of Witnesses

One of the largest religious spectacles of all time was held from July 27 to Aug. 3 as the Watch Tower Bible and Tract Society—better known as Jehovah's Witnesses—drew nearly 200,000 eager delegates to a convention in New York City. Some 35,000 delegates came from overseas. The special transportation included two chartered ships, eight trains, 65 planes, 500 buses and 18,000 auto pools. Everything ran so smoothly that even blasé New Yorkers were unimpressed. Two ball parks, Yankee Stadium and the Polo Grounds, were jammed every day in impressive demonstrations of devotion. And one morning 7,136 people went out to Long Island Sound for a mass baptism which Witnesses proudly proclaimed

was more than twice the size of the biggest baptism recorded in the Bible.

The Witnesses happily heard their meeting called "the greatest assembly of true Christians ever held," and their president, Nathan H. Knorr, declare the convention a clear sign that the world's end is near. "We are living," said Knorr, "at the end of this insane, loveless old world." Knorr also declared that only Jehovah's Witnesses, and no one else, can enter Heaven or enjoy eternal bliss on earth. Not even all Witnesses will reach Heaven since only 144,000 persons are scheduled to be finally there with Christ. But after the world's last disaster, other Witnesses may joyfully expect to live forever on earth—and be the only survivors.



AT MASS BAPTISM in Long Island Sound for the Bronx, 1,100 women and 207 men were completely immersed. Before being baptized, each Jehovah's

Witness must undergo an intensive course of religious study. Baptism is the equivalent of churching for Witnesses and other Christians at times of crisis.



SLEEPING QUIETLY on top of a dugout in Yankee Stadium is 7-month-old Timothy Porterfield

of Los Angeles. Since each day's meeting lasted up to 12 hours, the children present often tired off



CLASPED FIRMLY by man who immersed her, a baptismal candidate, like others, holds her nose

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CHOKING UP OVER THE BAT

When it came to choosing up sides for a pickup game at day camp, these Ridgefield, Conn. boys ran through the age-old ritual. As any sand lotter knows, first pick is decided by a hand over hand battle: one captain tosses the bat to the other, then they alternate hands upward until there is no more bat left.

Top man wins, if, that is, he is still able to get at least three fingers on the tip of the handle. Just as the two captains were coming to the end of the bat, infielder Mike Quinn craned his neck for a better look. And just then amateur photographer Bob Gustafson took this picture of almost unbearable suspense.



MARK TWAIN ASKS, "LOU, WHICH BARREL ARE WE USING NOW?"

The famous humorist queries the bartender at Klaproth's Tavern in Elmira, New York, about the current supply of his favorite bourbon, Old Crow.



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